

Section 1

Business Services Unit

Overview

Introduction

The Department of Workforce Development (WDD) is committed to meeting the ongoing hiring needs of businesses in San Bernardino County. The goal of WDD Business Services is to foster increased business success throughout the County. WDD Business Services Team provides services to businesses by:

- Posting available job openings to CalJOBS, social media, and to AJCC Partners,
- Providing pre-screened job applicants to fill open positions,
- Customized training programs, recruitments, Hiring Events, and Job Fairs.

Employment opportunities are made accessible to WDD customers, California Work Opportunity and Responsibility to Kids Program (CalWORKs) participants, the public, and other employment resources.

The Business Services Team serves as liaisons between the County and local business community by:

- Visiting businesses,
- Attending networking functions, and
- Serving as a public presence for WDD.

The BSUR provides information on available County services above and beyond workforce related needs and conveys the needs of local businesses to the County as requested.

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WIOA Services

Introduction

Workforce Innovation and Opportunity Act (WIOA) services contribute to economic growth and business expansion by ensuring the workforce system is job-driven and matching employers with skilled individuals.

The Workforce Innovation and Opportunity Act (WIOA) was designed to assist business in finding skilled workers and to enhance access to other important workforce services. The Act provides opportunities for business to participate in training eligible youth and adults and develop connections to those who have received training from approved education and training providers.

WIOA ensures unemployed and other job seekers have access to high-quality workforce services and increases individuals with disabilities' access to high quality workforce services and prepares them for competitive integrated employment.

Business Needs

Businesses inform and guide the workforce system by accessing skilled talent as they shape regional workforce investments and build a pipeline of skilled workers. This includes leadership in the workforce system and active participation in the:

- Development and provision of education and training,
 - Work-based learning,
 - Career pathways, and
 - Industry sector partnerships.
-

WIOA Services

The Business Services Specialists (BSS) market the services to increase participation in the program and identify job opportunities by:

- Meeting with businesses,
- Attending business related events, and
- Participating with partners to establish trainings, apprenticeships, and identifying current and future trends.

The Business Service Representatives (BSRs) provide WIOA services to employers to assist in meeting hiring and training demands, such as:

- Job posting and advertising,
 - Job training (On-the Job Training, Incumbent Worker Training, Customized Training),
 - Rapid Response activities,
 - Layoff Aversion activities, and
 - Referrals to partner agencies.
-

Business Services Activities

There are ten (10) primary staff-assisted business services activities the BSRs can offer to employers, such as, but not limited to:

- | | |
|----------------------------|----------------------------------|
| • Use of facilities | • Assessments |
| • Business Education | • Business Information |
| • Hiring Events/Job Fairs | • Job Orders/Postings |
| • Labor Market Information | • Rapid Response/Layoff Aversion |
| • Screening | • Training and Retraining |
-

Business Visits

Introduction

The Business Services team provides business services and strategies to meet the workforce needs of local employers, in accordance with Workforce Innovation and Opportunity Act (WIOA) statutory requirements, consistent with federal regulations. WIOA envisions a high-performance workforce development system, a system that is:

- Results oriented,
- Flexible, and
- Continuously improving.

Customized business services may be provided to employers, employer associations, and other organizations. WIOA regulations state the delivery of business services are an important component of the one-stop delivery system. Business visits is key to identifying available employment opportunities and collecting information that can assist with job placement.

The Business Service Representative (BSR) provides valuable information on workforce trends, in-demand occupations, and high growth industries in San Bernardino County.

Territories

The Business Service Unit's Business Service Representative (BSR) are assigned territories in which he/she visits businesses to identify job openings and to promote Workforce Development Department (WDD) business services.

Process

The table below outlines the process the BSRs complete, which includes the preparation for business visits.

Step	Action
1	<ul style="list-style-type: none">• Identify businesses to be visited by:<ul style="list-style-type: none">– Industry sector or type of Business,– Geographic area,– Canvassing a street or block, and– A specific industrial or business park.• Organize marketing materials that will be distributed during visits:<ul style="list-style-type: none">– Brochures,– Flyers, and– Other handouts. <p>Note: WDD Director must approve all handouts/marketing materials and must meet the County's branding requirements.</p>
2	<ul style="list-style-type: none">• Identify oneself in a welcoming way,• Inform the business manager/owner your intentions are to share information on County WDD business services, and• Ask questions during the visit and listen carefully to learn from the business to identify the needs before providing information on County WDD business services.

Continued on next page

Business Visits, Continued

Process,
continued

Step	Action						
3	Represent WDD and San Bernardino County in a professional manner. Always be polite and courteous when meeting with businesses and organizations.						
4	<ul style="list-style-type: none"> Establish positive working relationship with businesses that will promote San Bernardino County and WDD as business friendly, and Encourage and nurture business relationships to perpetuate positive rapport. 						
5	Ask questions from the Business Retention Survey to gain insight as to what services to offer and gather information for entry into the Executive Pulse System.						
6	<ul style="list-style-type: none"> Offer to briefly explain the WDD services or services that will possibly meet the business need to the contact person, and Determine if the business has a need, <table border="1"> <thead> <tr> <th>If ...</th><th>Then ...</th></tr> </thead> <tbody> <tr> <td>Yes,</td><td> <p>Schedule an appointment for a later meeting if the company's questions cannot be answered during the visit.</p> <p>Note: In some circumstances, speaking with the owner/manager may not be possible without an appointment. In this situation, BSR should leave his/her business card and basic WDD literature. Ask for contact information and the best time to call to schedule an appointment.</p> </td></tr> <tr> <td>No,</td><td>Offer to make a referral to another County Department and/or partner agency.</td></tr> </tbody> </table>	If ...	Then ...	Yes,	<p>Schedule an appointment for a later meeting if the company's questions cannot be answered during the visit.</p> <p>Note: In some circumstances, speaking with the owner/manager may not be possible without an appointment. In this situation, BSR should leave his/her business card and basic WDD literature. Ask for contact information and the best time to call to schedule an appointment.</p>	No,	Offer to make a referral to another County Department and/or partner agency.
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Business cards For each visit completed, the BSR must collect a business card and make notes of the business's data learned from the visit. Notate any requests or concerns of the owner/manager. If a job opening was identified, complete a job order form with details pertaining to the position.

CalJOBS All business visits and data obtained from the visit will be entered into the CalJOBS System on a daily basis.

Mileage The BSR will document any mileage used by either his/her personal vehicle or county vehicle.

Note: Refer to the Administrative Handbook, Chapter 10 – Facilities Management for information regarding submitting mileage reimbursement claims.

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Business Visits, Continued

New business

The Business Services Unit contacts and meets with businesses to promote WDD services and promote San Bernardino County as a business-friendly County. A new business is considered a:

- New start-up business,
- New franchise business, or
- Business expanding to a new location in the area.

As new businesses open in respective areas of San Bernardino County, it is the responsibility of the BSS to make contact with the new enterprise, and to promote WDD business services. The goal of these meetings is to identify County services that may assist a business in achieving success.

New business procedure

In order to identify new business, make contact with the appropriate contacts and identify services that the County may be able to provide, the BSS will follow the steps outlined in the table below.

Step	Action
1	Identify new businesses by: <ul style="list-style-type: none">• Networking with business groups and chambers of commerce.• Referrals from city economic development personnel.• Researching new business license roles.• Cold calling.
2	Identify contact information for new businesses through: <ul style="list-style-type: none">• Researching new business license roles.• Contacting the:<ul style="list-style-type: none">– Cities where the business will operate.– Local chamber of commerce.
3	Contact company once contact information has been obtained, and: <ul style="list-style-type: none">• Introduce yourself as a County WDD Representative,• Explain the Department's purpose and benefits of services, and• Ask to schedule an appointment to provide detailed information if the business shows interest.
4	Meet with business contacts and explain Business Service's programs including: <ul style="list-style-type: none">• Business Resource Centers and the available services.• Temporary office space, recruiting space, and interviewing rooms.• Recruiting services through the CalJOBS system.• Applicant prescreening services.• On-the-job training programs.• County sponsored workshops and resources.
5	Complete a Business Retention and Expansion Survey to gather information for entry into the Executive Pulse system.

Business Retention and Expansion Survey

Introduction	<p>The Business Retention and Expansion Survey is a collection of company data gathered while Business Services Representatives (BSR)/Business Service Specialist (BSS) are:</p> <ul style="list-style-type: none">• Making Business visits or cold calls, or• Speaking with new and existing businesses. <p>The purpose of this survey is to learn how the Business Services Unit may better assist County businesses.</p>
Definition	<p>The Business Retention and Expansion Survey is a collection of data to assist San Bernardino County in assessing the needs of the local business community. The survey provides a profile of each business, their workforce, business plans, community involvement and information that may indicate additional services the business might need.</p>
Survey	<p>The Business Retention and Expansion Survey is a one (1) page document the BSR/BSS completes. The BSR/BSS obtains the information by utilizing the following methods:</p> <ol style="list-style-type: none">1. Visiting a business, ask survey questions to a manager or an employee.2. Contact the business by telephone to conduct a phone interview.3. Check the company's website for additional information. <p>Once the information has been obtained, enter survey information into Executive Pulse in a timely manner.</p>
Helpful Hints	<p>Some helpful tips on collecting survey information are as follows:</p> <ol style="list-style-type: none">1. Have surveys on hand when job developing.2. Survey questions can be asked in a casual conversation or through direct questions.3. Be familiar with the survey questions, this will allow an easier conversation to obtain information in a more natural manner.4. Ask leading questions that may bring out important issues the business is facing.5. Make referrals as appropriate in CalJOBS when a business is interested in additional services.6. When a businessperson wishes to make a statement they feel strongly about, the BSR should seek permission to quote the individual.

Referral Services

Introduction

The Business Services Specialists and Representatives (BSSs/BSRs) maintain relationships with local businesses and assist in providing resources as needed to aid in the company's success.

Business Services is more than employee matching and job training. The involvement of the business community in workforce development is necessary to ensure the skill requirements of local businesses are being met. This allows the jobseeker to receive the training and additional skills necessary to secure employment locally, while the business community gains a workforce with the skills needed to be competitive.

Referral

The BSSs relationships are supported by providing direct access and information regarding workforce-related activities. A business in need of assistance outside this realm, the BSSs and BSRs rely on relationships established with other agencies to provide appropriate referrals to the business community.

The BSRs provide businesses with information on services provided by the County referral process through Workforce Development Department (WDD) Workforce Innovation and Opportunity Act (WIOA) Program. The BSSs provide businesses with referrals:

- Chambers of commerce,
- California Franchise Tax Board,
- Employment Development Department (EDD),
- Local economic development/redevelopment staff, and
- Various business consulting organizations, such as the:
 - Inland Empire Women's Business Center,
 - Inland Empire Small Business Development Center, or
 - Senior Core of Retired Executives (SCORE).

Referral process

In the normal course of conducting business visits, the BSRs will explain available resources, both internal and external, to assist with business needs. Should a business request support with a specific topic, the BSS and BSR will use the table below to provide resources to assist in fulfilling business needs.

Topic	Who	Resource
Hiring/Training	BSR	Offer WDD Services, which include: <ul style="list-style-type: none">• Job search• Posting on CalJOBS• Applicant prescreening• Facilities• On-the-job training• Recruitment
Downsizing	BSR	WDD Rapid Response services to assist the dislocated workers during his/her time of transition.
Funding	BSR	Referral to the Inland Empire Small Business Development Center.

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Referral Services, Continued

Referral process, continued

Topic	Who	Resource
Labor Law or Employment Issues	BSR	Provide information on the County's human resource assistance from the County-sponsored HR Hotline or workshops that meet the business needs.
Relocation	BSS	Referral to the County's Economic Development Agency (EDA) for site selection services. No-cost assistance available for locating suitable facilities.
International Trade	BSS	Refer to the County's EDA.
No Cost Temporary Help	BSS	Provide contact information for: <ul style="list-style-type: none">• Special Education Local Plan Area (SELPA)• Regional Occupation Program (ROP)• Alliance for Education
Utility Concerns	BSS	Refer to the appropriate utility company
Sales	BSS	Refer to the County's: <ul style="list-style-type: none">• Marketing events• Procurement workshops• Registration to become a vendor for San Bernardino County.

Note: The BSS and BSR must input information obtained from businesses into the Executive Pulse system.

Additional Resources

The following are a list of additional referrals the BSSs and BSRs can utilize to assist a business:

- AJCC MOU Partners
 - Inland Empire Women's Business Center
 - Inland Empire Small Business Development Center
 - Employment Training Panel
 - Local Chambers of Commerce
 - Local colleges/universities
 - Employment Development Department (EDD) Advisory Committee
-

Posting Job Orders

Introduction Business Services Representatives (BSR) identify job openings as he/she visits employers. These job openings are advertised through the state's CalJOBS system.

Job Orders The Business Service Unit's, BSRs are each given a specific area in which he/she visits employers to identify job openings. Once a job opening is identified, the job developer and the employer create a written or type written job order explaining the requirements and duties of the job.

This job order will include the employer's information and how to apply for the job. This information is advertised to job seekers through the state's CalJOBS system.

Job Orders Posting process Once a job opening has been identified, the job is posted in the state's CalJOBS website using the following steps:

Step	Action
1	Complete a job order form to gather all information about the: <ul style="list-style-type: none">• Employer,• Job opening, and• Application process.
2	Determine if the position will be a(n): <ul style="list-style-type: none">• Standard job posting, or• On-the-Job Training (OJT) opportunity. <p>Note: If the job will be an OJT, the job's title will include the training program designated in the title; example: Cashier is listed as "OJT Cashier".</p>
3	Log into www.caljobs.ca.gov and use the completed job order form to enter data.
4	<ul style="list-style-type: none">• Select the Menu button (top left),• Select Directory of Services from the drop-down menu:<ul style="list-style-type: none">– Click on "Manage Employers".– Select:<ul style="list-style-type: none">✓ Create an Employer for a new employer, or✓ Assist an Employer for employers currently in the system.– Enter employer information for new employer or search for an existing employer using employer name or State Employer Identification Number.• Go to the Human Resource Plan and click on Job Orders.

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Posting Job Orders, Continued

Job Orders Posting process, continued

Step	Action						
5	<p>Determine if a new order is being created or copying an existing order:</p> <table> <tr> <th>If ...</th><th>Then ...</th></tr> <tr> <td>Creating a new order,</td><td> <ul style="list-style-type: none"> Click the blue Job Order button, Scroll towards bottom click Add New Job Order, Enter the title of the job in the Job Title field, Select enter in the Job Occupation area, Click on Search for an Occupation, <ul style="list-style-type: none"> Search keywords to find Occupational Title that closely matches the title of the job, and Click on the result (main menu will return, click Next). Answer Work from Home question and enter: <ul style="list-style-type: none"> Job Description, Compensation and Hours – Select Hourly rate (min. to max salary), Job Application Methods Accepted. Check all boxes that apply and enter the specifics in the text box. Review and update sections: <ul style="list-style-type: none"> Select Skills from All Available Skills, Minimum Education, Experience, & Age Requirements, and Transportation Requirements, answer all with red asterisk. Click on Create Job. </td></tr> <tr> <td>Copying an existing job order</td><td> <ul style="list-style-type: none"> Expand the Menu to show All Jobs Filter Criteria, Select Job Order Status and choose the option Any, Click on filter - bottom of section (small link), Locate the job order to copy and click Copy under the Action column to the right of the job order. A pop-up window will appear asking if this is the job order to copy as exact or with advance features: <ul style="list-style-type: none"> Choose either exact or advance, Select appropriate answer to the question Work at Home, Click on Copy Job, and Scroll through the potential candidates and click button to update Job Order or return to Job Order. Review job order and referral instruction to ensure information is correct. </td></tr> </table>	If ...	Then ...	Creating a new order,	<ul style="list-style-type: none"> Click the blue Job Order button, Scroll towards bottom click Add New Job Order, Enter the title of the job in the Job Title field, Select enter in the Job Occupation area, Click on Search for an Occupation, <ul style="list-style-type: none"> Search keywords to find Occupational Title that closely matches the title of the job, and Click on the result (main menu will return, click Next). Answer Work from Home question and enter: <ul style="list-style-type: none"> Job Description, Compensation and Hours – Select Hourly rate (min. to max salary), Job Application Methods Accepted. Check all boxes that apply and enter the specifics in the text box. Review and update sections: <ul style="list-style-type: none"> Select Skills from All Available Skills, Minimum Education, Experience, & Age Requirements, and Transportation Requirements, answer all with red asterisk. Click on Create Job. 	Copying an existing job order	<ul style="list-style-type: none"> Expand the Menu to show All Jobs Filter Criteria, Select Job Order Status and choose the option Any, Click on filter - bottom of section (small link), Locate the job order to copy and click Copy under the Action column to the right of the job order. A pop-up window will appear asking if this is the job order to copy as exact or with advance features: <ul style="list-style-type: none"> Choose either exact or advance, Select appropriate answer to the question Work at Home, Click on Copy Job, and Scroll through the potential candidates and click button to update Job Order or return to Job Order. Review job order and referral instruction to ensure information is correct.
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6	Follow-up with employer on job postings 10 to 14 days after placing the posting to see if job has been filled or if it is still available.						
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Work Opportunity Tax Credit (WOTC)

Introduction

The United State (U.S) Department of Labor oversees the administration of the Work Opportunity Tax Credit (WOTC), including the allotment of grant funding to State Workforce Agencies (SWAs) who conduct the certification of qualifying members of targeted groups.

Note: Refer to [Training and Employment Guidance Letter \(TEGL\) #16-20](#) for additional guidance.

WOTC

A Federal Tax Credit that provides employers incentives to hire qualified individuals from targeted groups who have consistently faced significant barriers to employment. The maximum tax credit incentive of up to \$9,600, depending on the employee hired and the length of employment. This includes people with disabilities and veterans.

The purpose of the WOTC is to:

- Promote the hiring of individuals who qualify as a member of a target group, and
- Provide a federal tax credit to employers who hire these individuals.

When employers hire an individual who meets the criteria for WOTC program, they may be able to claim federal tax credits against wages paid. Employers must request and receive a certification from the SWA verifying the hire is a member of a targeted group before claiming the tax credit.

Note: Additional information can be found on the [IRS website](#)

Target Groups

Individuals who are in one of the following nine (9) target groups may qualify an employer for the WOTC:

1. Qualified recipients of Temporary Assistance to Needy Families (TANF).
 2. Qualified veterans receiving Food Stamps or qualified veterans with a service connected disability who:
 - Have a hiring date which is not more than one year after having been discharged or released from active duty, or
 - Have aggregate periods of unemployment during the one (1) year period ending on the hiring date that equal or exceed six months.
 3. Qualified economically disadvantaged ex-felons hired no later than one year after conviction or release from prison.
 4. Vocational rehabilitation referrals including Ticket Holders with an individual work plan developed and implemented by an Employment Network.
 5. Qualified summer youth ages 16 through 18 who reside in a federally designated Empowerment Zone, Enterprise Community, or Renewal Community.
 6. Qualified Food Stamp recipients ages 18 through 49.
 7. Qualified recipients of Supplemental Security Income (SSI).
 8. Long-term recipients of California Work Opportunity and Responsibility to Kids Program (CalWORKs).
 9. Designated Community Resident.
 10. Qualified Long-term Unemployment recipient.
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Work Opportunity Tax Credit (WOTC), Continued

WOTC Agent

An employer can authorize an intermediary, such as an accountancy firm or a management consultant, to act on their behalf in the WOTC Certification process and must provide to the Employment Development Department (EDD) a notarized Power-of-Attorney.

The Internal Revenue Service (IRS) Form 2848, Power of Attorney and Declaration of Representative has been replaced with the new IRS Form 9198, *Employer Representative Declaration Form*, which is approved for use for three (3) years, effective May 31, 2023, under OMB Control No. 1205-0371.

Any employer who wishes to designate an authorized representative for WOTC purposes after May 31, 2024, will be required to submit the authorization using ETA Form 9198, regardless of whether they previously submitted an IRS Form 2848. Employers and SWAs must follow the [procedural guidance](#) for use of ETA Form 9198.

An authorized representative is authorized to act on behalf of the employer regarding the WOTC certification process, which includes, but is not limited to:

- Signature (on behalf of the employer) and Submission of IRS Form 8850 and ETA Forms 9061, 9062 and/or 9175,
- Submission of missing information/documentation that is necessary to complete an employer's certification request,
- Providing updates or clarifying information to a SWA regarding an employer's certification request; and
- Providing/receiving copies of any notices related to an employer's certification request.

An employer's authorization will automatically terminate five years from the date it is signed by the employer, unless revoked or withdrawn earlier (by either party).

On-the-Job Training

Introduction

An employer provides on-the-Job Training (OJT) to a paid participant engaged in productive work and enrolled in the Trade Adjustment Assistance (TAA) and Workforce Innovation and Opportunity Act (WIOA) Title I Adult, Dislocated Worker, or the Youth programs.

An OJT provides knowledge or skills essential to the performance of the job and may be completed in conjunction or sequenced with other One-Stop services. This section outlines the information a Business Service Representative (BSR) completes for an OJT.

Note: Refer to the Program Guide, Chapter 4 – Training for the complete process of the OJT completed by AJCC staff and the Business Services Unit.

OJT Criteria

The following is the criteria for an OJT:

- Is made available through a program that provides reimbursement to the employer up to 50 percent of the wage rate of the participant or up to 75 percent in circumstance of extraordinary costs of providing the training and additional supervision related to the training.
 - Is limited in duration to the occupation for which the participant is being trained, taking into account the content of the training, the prior work experience of the participant, and the service strategy of the participant as appropriate.
-

OJT Contract

The BSR may offer an OJT contract to an employer for a new hire or an employer may ask for assistance in filling a job opening. Employers interested in an OJT contract, the BSR completes the following steps to set up the OJT contract:

- The job is reviewed to determine if it is suitable for an OJT.
- The employer is informed he/she will need to provide documentation to verify the business is licensed and all necessary documentation is in place.
- The new hire's work history and education are reviewed as well as the job requirements before a determination is made.
- The length of the training period under the OJT is determined by length of time it takes the employee to become proficient in the job or skills gap. This may involve negotiations with the employer, BSR and the Workforce Development Specialist (WDS) arrive at an appropriate training period.
- Explain the method of reimbursement, amount of reimbursement, and training responsibilities to the employer.
- The BSR will conduct a mid-point evaluation interview with the employer which will assess training progress with the goal of increasing OJT retention.
 - Performance evaluation form for both the trainee and supervisor will be completed by the BSR.
- The BSR visits the employer and new hire at the end of each month during the training period to determine the progress of the new hire. Is he/she learning the job and performing satisfactorily; also, determining if the employer is fulfilling their obligation to train the new employee.

Note: The OJT contract is completed through the DocuSign process.

Employer Recruitments

Introduction

This section provides information for Employer Recruitments and the importance to providing successful candidates to businesses within San Bernardino County.

Recruitment process

The Business Service Specialists (BSS') visit employers and explains the services Workforce Development Department (WDD) can assist with the employers hiring needs. The BSR speaks to the:

- Business Owner,
- Chief Executive Officer, or
- Person responsible for hiring.

During the recruitment process the BSS provides the following assistance to employers:

- Posting the job openings on WDD's web site and www.caljobs.ca.gov, this will allow the public to have access to the job opening information.
 - Pre-screening of job candidates and only those qualified are referred to the employer, therefore, saving the employer time and expense in reviewing applications or interviewing unqualified applicants.
 - Explaining that WDD can handle recruitments for one job opening or hundreds of new hires by planning, organizing, and taking care of the logistics of large or small recruitments.
 - Available Office space at our America's Job Center of California (AJCC) for use by employers to conduct recruitments and interviews.
 - Following up on the recruitment or job posting within 10-14 days to see if jobs have been filled or if another recruitment or job posting is necessary.
-

Workshops

Introduction

Business Services offers a variety of workshops to assist businesses in order to reduce layoffs, business closures, or lay-offs. A workshop is a corporate event where skills and knowledge can be shared in a group. Workshops are used to enable Businesses to easily create job listings by filling out requirements, job descriptions, and information about the workplace.

Key Elements of a Successful Workshop:

- Motivation,
 - Knowledge, and
 - Refined skills.
-

Workshops

The idea of workshops is to reduce the number of unemployed individuals who are seeking re-employment services and job retention. The program has been put into practice by utilizing the following course of action:

- BSR survey businesses to determine what information is needed for the business to stay profitable, competitive and remain a viable business in today's difficult economy.
 - Businesses, Chambers of Commerce, and other business organizations are queried to determine the greatest need. This information is compiled and analyzed to determine which of these needs can be addressed by presenting workshops.
 - When it has been determined which topics are the most relevant and can provide assistance to the greatest number of businesses a series of workshop topics are selected.
 - Start a search for presenters with expertise in the topic areas, taking into consideration education, experience, credibility, and presentation skills.
 - A contract may have to be written to outline the responsibilities, duties, workshop topic and payment when a workshop presenter is selected.
 - A location of the workshop is determined based upon attracting the most businesses, audience capacity, comfort, and cost.
 - Depending on the length of the workshop, refreshments and or lunch may be provided.
 - Conduct a survey thirty days after completion of the workshop of those who attended. The survey asks:
 - Have employers/participants implemented anything they learned from the workshop,
 - Has it helped their business, and
 - How has it helped their business?
-

Jobs Fairs

Introduction

Job fairs give participants the opportunities to meet with representatives from many employers. The purpose of going to a job fair is not to ask for a job but to develop relationships that might lead to a job. Participants have the opportunities for networking and obtain free access to professional consultation on key business issues.

Job Fairs

Each year Business Services plans and presents numerous job fairs throughout the County. In addition to job opportunities, workshops are offered to the job seekers attending the job fair on topics such as job search and interviewing techniques. These job fairs are offered at no cost to the employers and the job seekers.

Determining a Job Fair

To determine the need for a job fair, employers and business organizations are surveyed. Business Service Representative (BSR) prepare for a job fair if:

- There is a need, and
- The number of job openings can sustain a job fair.

Different times of the year such as the spring and fall are more favorable to presenting job fairs.

Location

When it has been determined the number of employers that are hiring can sustain a job fair, a search is started for a location. The location must be a large enough space for:

- Employer booths or tables,
 - Job seekers to easily walk and stand to speak to employers, and
 - Parking, disability access, as well as accessibility to job seekers.
-

Marketing

Marketing to employers and the job seekers can begin after the date and location are selected. All forms of reaching out to employers and job seekers should be considered. **Examples** of marketing techniques are:

- Flyers,
- Posters,
- Social media
- Email blasts,
- Phone calls,
- Newspaper advertisements,
- Website postings, and
- Presentations to chambers and civic groups.

As employers respond, requesting participation in the job fair, a list is established indicating any special needs such as electricity or extra space. It should also be determined if security will be necessary.

Continued on next page

Jobs Fairs, Continued

Preparation	<p>Once the number of employers attending is determined, the following must be ordered:</p> <ul style="list-style-type: none">• Number of tables or booths, and• Caterer found to provide food and refreshments for the employers. <p>On the day of the job fair, staff should be available to assist employers and direct job seekers one to two hours prior to the start of the event.</p>
Follow-up	<p>A few days following the job fair a meeting is held with all sponsors and staff involved to determine what procedures worked well and what needs to be improved for the next job fair.</p>

CalJOBS

Introduction

CalJOBS is the focal point for maintaining, tracking, and reporting all client information for the Workforce Development Department (WDD).

The mechanism by which business contacts and services are entered. Activities are generated for each service/referral provided. It is vital the Business Service Representative (BSR) generate an activity and case note for each time he/she adds a:

- Company or contact,
- Visit, or
- Provide a service to a business.

CalJOBS

The BSR is required to keep this database up to date by entering any information obtained from client visits and correspondence. Data from CalJOBS is also used to produce management reports and to track the department's efforts and success.

In order to track the number of businesses contacted, services provided, and compile business data for reports, a customer relations management system (CalJOBS) is utilized. When working with and providing services for business the BSR must follow the procedures outlined below:

Step	Action
1	Check CalJOBS when planning a visit with a business to: <ul style="list-style-type: none">• Determine if or when the business was last visited,• Know what the results of the visit were,• Be knowledgeable about the business, and• Know the history of any services provided.
2	Enter the information obtained from the business into CalJOBS immediately following the visit.
3	<ul style="list-style-type: none">• Create an activity in CalJOBS when providing assistance to a business, and• Set a reminder to self for tracking purposes. <p>Note: The activity is recorded, and a record is maintained in CalJOBS for later reference.</p>
4	Set a reminder to send an email when certain deadlines need to be set or a task needs to be accomplished.
5	Create reports with information obtained for planning and decision making by accessing the database.

CalJOBS Employer Helpdesk

The CalJOBS Employer Helpdesk is a **tool for employers** to access directly. The CalJOBS Employer Helpdesk is **not** to be accessed by WDD staff or any WDD contractors. The WDD staff/contractors seeking to assist a business customer will refer employers to the CalJOBS Employer Helpdesk directly. The employer is to call or email the CalJOBS Employer Helpdesk on their own. If WDD staff/contractor requires assistance he/she should contact the BSU supervisor. The BSU supervisor will provide assistance or if necessary, seek guidance from the WDD CalJOBS superuser team.