

Section 2

Business Services Representative

Overview

Introduction

The Workforce Development Department (WDD) administers the Workforce Innovation and Opportunity Act (WIOA) program for San Bernardino County. The focus of work for Business Services is to implement employment strategies that promote economic development through job retention and job creation within San Bernardino County.

This section provides information on the responsibilities of Business Services Representatives.

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Business Services Representative

Introduction

The Workforce Development Department (WDD) administers the Workforce Innovation and Opportunity Act (WIOA) activities for San Bernardino County. The focus of work for Business Services is to implement employment strategies that promote economic development through job retention and job creation within San Bernardino County.

Business Services Representatives (BSRs) work directly with the Workforce Innovation and Opportunity (WIOA) program providing employer outreach and job development services. This section provides information on the responsibilities of Business Services Representatives.

Definition

A BSR is an operations and public relations professional who builds effective connections between private businesses and the workforce development system across the region. Provides Workforce Development Department (WDD) Business Services to business owners, human resource representatives, managers, etc., that have been referred by a Business Services Specialist or may be an existing client of the WDD Business Services Unit.

While under minimal supervision, the BSR provides WDD Business Services by offering a variety of services to businesses to meet the department's mission of strengthening business. .

BSR characteristics

The characteristics of a BSR requires to have the ability to:

- Build strong business relationships,
 - Use tact and diplomacy,
 - Exercise professionalism, and
 - Display a positive sales-oriented personality.
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BSR Responsibilities

Introduction

The Workforce Innovation and Opportunity Act (WIOA) One Workforce vision is the focus on achieving improved outcomes for business and jobseeker customers. This vision not only focuses on measuring the actual outcomes, but on reflecting how well people are served by looking at the contributions of the partners in achieving positive outcomes for individuals. In addition, it is important to look at the broader context of economic mobility to determine whether these services are helping individuals achieve self-sustaining wages and employment.

This section outlines the Business Service Representatives (BSRs) responsibilities in achieving positive outcomes.

Responsibilities

The BSR meets with business owners, human resource representatives, managers, and decision makers to provide available Workforce Development Department (WDD) Business Services and recommend solutions to workforce challenges.

The following is a list of additional responsibilities of the BSRs, but not limited to:

1. Build and maintain working relationships and linkages with local businesses, educational institutions, county departments, local, state, and federal agencies, trade organizations and community groups.
 2. Meet annual measurements for business support through generation of OJT and specialized training contracts to support workforce development and business retention.
 3. Market County services through direct contact with San Bernardino County business clients.
 4. Organize and coordinate job fairs, screenings, mass recruitments, business assistance workshops and networking events.
 5. Prepare and give presentations to business and community groups regarding County Workforce Development Department services.
 6. Identify employment opportunities within your designated territory. Work with AJCC Career Coaches and MOU Partners to fill job orders for businesses.
 7. Work closely with Career Coaches to identify the needs of job seekers.
 8. Create OJT contracts through DocuSign (refer to Program Guide, chapter 4 for additional information).
 9. Provide Rapid Response and Lay-Off Aversion Services to County businesses.
 10. Attending monthly Southern California Regional Roundtable Business Engagement and Rapid Response meetings.
 11. Hosting an annual Regional Roundtable Business Engagement and Rapid Response meeting.
 12. Participate with other agencies, business groups, chambers of commerce and cities to offer services to businesses.
 13. Provide information and technical assistance to businesses regarding tax credits, and other incentives for recruitment and training.
 14. Implement marketing strategies emphasizing business retention and expansion to foster workforce opportunities.
 15. Provide appropriate business referrals to government entities based on business needs.
 16. Coordinating and monitoring layoff aversion strategies and services with contracted consultants (utilization of effective business intermediaries) for one-on-one business counselling services, seminars, and workshops. (This is handled by the Special Project BSR).
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Business Visits Resources

Introduction

Workforce Innovation and Opportunity Act (WIOA) contributes to economic growth and business expansion by ensuring the workforce system is job driven, which supports developing skilled workers and matching them to employers.

The Business Services team is comprised of professionals ready to assist County enterprises, large and small, gain a competitive advantage and navigate the complex systems of a new economy.

This section provides information for the BSR to consider when conducting business visits.

Speaking points

The following table outlines speaking points/resources the BSS/BSR can use when he/she visits a business to discuss the available WIOA services.

Subject	Description
County Business Survey's	Collection of business data, needs, and desires
Employer Resource Toolkit	Resource Guide for business services and for employees
Employment Services	<ul style="list-style-type: none">• CalJOBS job posting• Pre-screened Job Seekers• Hiring Events• Positive Recruitments• Regional Job Fairs• Facilities for Recruitments<ul style="list-style-type: none">– Private interview room available at America's Job Center of California (AJCC)✓ Free✓ Call to reserve
On-the Job Training (OJT) Programs	<p>WIOA funded OJT's</p> <ul style="list-style-type: none">• Each have unique benefits• Required business docs: business license, WC, W9, CCD, Direct Deposit, Register as County vender• OJT's customized to meet business and trainee's needs• Contract must be in place before employment begins• Requires monitoring and evaluation of training and invoicing
Work Opportunity Tax Credit (WOTC)	<p>The Small Business and Work Opportunity Act of 2007 extend the WOTC Program has two purposes, to:</p> <ul style="list-style-type: none">• 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. <p>– For more info Google Search: "California WOTC FAQs"</p>

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Business Visits Resources, Continued

Speaking points, continued

Subject	Description
Business Workshops	<ul style="list-style-type: none"> • Provide flyers on workshops • Add business to Contact information to the Customer Retention Management System (CRMS)
Human Resource Hotline (HRH)	Provide the HRH flyer to employer
Labor Market Information	Data available: <ul style="list-style-type: none"> • Wage study • In-demand occupations
Letters and Favors is cost for services	<ul style="list-style-type: none"> • Letters • Testimonials • Speaking at Events
Referral	<ul style="list-style-type: none"> • Single point of contact for All county services • San Bernardino County: <ul style="list-style-type: none"> – Child Care Services (CCS) – Child Support Services (CSS) – Economic Development Agency ✓ Site / Building Searches – Transitional Assistance Department (TAD) – Veteran's Administration • City departments and representatives: <ul style="list-style-type: none"> – Municipal services • Business Consultants: <ul style="list-style-type: none"> – Marketing Planning, – Efficiency Training, and – Human Resource Training. • Small Business Administration (SBA) – Loan programs • Small Business Development Center (SBDC): <ul style="list-style-type: none"> – Business plan development, – Various workshops, and – Free counselling. • Industry Councils: <ul style="list-style-type: none"> – Manufacturers Councils, – Distribution Management Association, and – Colleges.

Business Workshops

Introduction

The Workforce Development Department (WDD) Business Services Unit offers a series of business workshops. This section provides information on the workshops completed by the Business Service Representative (BSR).

Workshops

WDD collaborates with industry experts to provide solid and relevant information. Throughout the year the BSR is responsible for hosting a variety of workshops, such as but not limited to:

- Human Resources – Workshops/events are intended to ensure employers are compliant with California labor law by limiting the liability of employers and reducing adverse employee claims.
 - Free Human Resource Hotline 1-877-282-3763.
- Process improvement – Workshops seek to help employers work smarter and potentially save companies labor with day-to-day operations.
- Branding and marketing – Workshops are used to promote business growth and retain business within San Bernardino County. Provides a strategic approach to business development, finding, creating, and developing new or existing markets.
- Business basics and specialty workshops – Business basics workshop is part of the process improvement. The purpose of specialty workshops is to target mass industries such as manufacturing and logistics.
- Seminars addressing business growth and profitability – Business growth workshops promote individual business by encouraging businesses to network with one another and promote each other's businesses.

Note: Refer to the Business Services Handbook, Section 1 – Business Services Unit for additional information related to workshops.
