



**NORTH CAROLINA DEPARTMENT OF COMMERCE  
DIVISION OF WORKFORCE SOLUTIONS**

**DWS OPERATIONAL GUIDANCE NUMBER: OG 20-2021**

**Date: July 1, 2021**

**Subject: Employer Services Grant Funds Policy Guidance and  
Application**

**From:**

**Chet Mottershead  
Assistant Secretary for Workforce**

**Purpose:** To provide Local Area Workforce Development Boards (WDBs) with funding that supports the increase in the number of businesses and employers utilizing the NCWorks system through the provision of solution-based services and to rescind PS 15-2020.

**Background:** One of the many purposes of Workforce Innovation and Opportunity Act (WIOA) is to guide customized business services and strategies that meet the growth and workforce investment needs of employers. Training and Employment Guidance Letter (TEGL) No. 10-16, Change 1 provides further direction for the WIOA requirements related to implementation, operation, performance and accountability.

Employer Penetration Rate and Repeat Business Customers are the two indicators selected by North Carolina to report the Effectiveness in Serving Employers. These indicators signify two of three approaches required for the current pilot program testing its rigor and feasibility. Attachment 2, which is Table B - Effectiveness in Serving Employers Specifications of TEGL 10-16, Change 1, provides reporting specifications and instructions for eight Employer Services data elements used to calculate the quantity of employers included in the Employer Penetration and Repeat Business Customers Rates. Attachment 3, NCWorks Employer Service Codes Crosswalk, provides detail on the NCWorks Employer Service Codes that align with the eight U.S. Department of Labor (USDOL) Employer Services categories.

The Division of Workforce Solutions (DWS) will evaluate each application and award up to \$25,000 to support the focus of increasing the number of employer establishments serving in local WDB areas. The goal of this funding is for the number of unique establishments served in WDB service areas to increase,

resulting in a statewide increase of at least 10% compared to the previous Program Year (PY). These funds are available to support activities that result in the provision of services detailed in Attachment 2, Table B - Effectiveness in Servicing Employers Specifications. A total of \$575,000 is designated to support these efforts.

**Action:** Local Area WDBs may apply for PY 2021 Employer Services funds in amounts up to \$25,000 by completing and submitting the Employer Services Funds Request Form (Attachment 1) no later than 30 calendar days from when this guidance is dated.

All services for employers registered in NCWorks.gov must be recorded with an Employer Services code (e-code) that corresponds with the eight USDOL employer services categories (reference Attachment 3 for a crosswalk of NCWorks.gov e-codes to the eight USDOL employer services categories).

In the event employer activities are reported within a different customer relations management system within this program year, additional instruction and technical assistance will be provided to those Local Area WDBs.

The Business Services Unit will provide each WDB a summation of PY 2020 employer services data to assist with determining the PY 2021 targeted increase.

**Reporting Dates:** The 10<sup>th</sup> working day following the 1<sup>st</sup>, 2<sup>nd</sup> and 3<sup>rd</sup> quarters and July 15 for year-end.

**Reporting Methods:** Reports will be pulled by the state Business Services Unit via NCWorks.gov or a different customer relations management system, if applicable, within the current program year. Reports may be pulled more frequently as needed.

**Effective Date:** Immediately

**Expiration:** June 30, 2022

**Contact:** DWS Business Services Unit

**Attachment 1:** Employer Services Funding Request Form

**Attachment 2:** Effectiveness in Servicing Employers Data Elements and Specifications

**Attachment 3:** NCWorks Employer Service Code Crosswalk (e-codes)