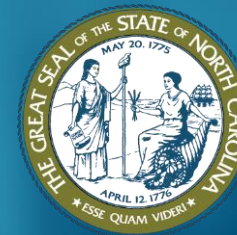# EMPLOYER SERVICES

MAXIMIZING EFFICIENCIES AND EFFECTIVENESS THROUGH COMPLETE DATA COLLECTION, COLLABORATION AND DATA ANALYTICS

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Partnership Conference 10.13.22

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Business Services Needs

- Reporting fully in required US Department of Labor 9169 Effectiveness in Serving Employers
- Increasing data informed services and decision making
  - Local, Regional, State, Federal
  - NC Commission
- Increasing collaboration and communication among staff serving employers
- Supporting staff fulfill and their job responsibilities effectively

Project Background

Timeframe
- January 2020 – March 2020: Information gathering to inform requirements/ configuration
  - Input from all regions of state with over 100 staff attending in-person input sessions
- March 2020 - September 2020: requirements and configurations
- September 2020 – December 2020: structured user pilot
- January 2021 – August 2021: NCWorks integration
- January 2021 -current: continued user and use case testing
- Ongoing: enhancements, collaboration with local/ regional/ state/ departmental staff

Staff involvement in Salesforce use:
- Over 60 board and DWS staff users
- Boards: 8 local WDBs
- State programs: H2A, Re-entry, Veterans (LVERs and DVOPs), Rapid Response/ WARN, Business Edge, Business Services, Finish Line Grants IT, Performance and Regional Analysts
- Other Departments/ Divisions: Community College System, NC DHHS, NCDPS, NCORR, NCAHEC, VisitNC, NC Industrial Commission, NCDOA, NC Ports, NCRural Economic Development, EDPNC

NCWorks integration:
- Select data entered in NCWorks transfers to Salesforce on a nightly basis: Employers, Employer Services (e-codes), Employer Contacts, and WARNs
- Data entered in NCWorks transfers to Salesforce; Data entered in Salesforce does not transfer to NCWorks

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Added Value

Documenting and reporting services for non NCWorks registered employers receiving services consistent with TEGL 10-16, Change 2

- **All employers filing WARN**
  - 267 (71%) of 374 employer establishment locations impacted by WARNs in 2020 were not registered in NCWorks
- **Local/State Staff services**
  - Local boards have reported serving 2,432/ 2,169/ 1,627 employers with countable services in PY19, PY20 and PY21 (respectively)
  - 5,181 services logged to 1,886 business establishments in Salesforce PY21
  - 3,201 services logged to 1,094 business establishments in PY21 that are not registered in NCWorks

Customization and ability to make timely adjustments based on NC needs and staff feedback

Strengthened Efficiencies for standard and special staff responsibilities

Ease of use

Strengthened Analytics
- Custom Reports
- Custom Dashboards
- Custom Tracking

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Adjustments based on staff feedback/ need

Information for Employer

Federal Contractor?	✔	
Current on all Tax Obligations?	☐	
Background Check Required?	☐	
Drug Testing Required?	☐	
Second Chance Friendly?	☐	
Agricultural Services (H2A)	☐	
Foreign Labor Certification (H2B)	☐	
Farm Labor Contractor	☐	
HUB Status ⓘ		

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Adjustments based on staff feedback/ need

Cause of WARN Notice

Adjustments based on staff feedback/ need

Workshop/ Community Resources Provided and number attending sessions for WARN

Adjustments based on staff feedback/ need

Efficiencies for Staff Responsibilities

- Documenting service to non-NCWorks registered employer via CRM vs. word doc., excel, sticky notes, notebook
- Leads
- Opportunities
- Campaigns
- List Emails
- Reports

Demonstration

- **The Basics**
  - **Employer**
  - **Services**
  - **Referrals**
- **Dashboards/ Reports**

Moving Forward

Strengthened Collaboration

- Collaboration with boards and NCAWDB for use of data and presentation of data
- Collaboration with local, regional and statewide partners

Work Based Learning/ ARPA

- Data entry and reporting via Salesforce

Increased Accessibility

- Decreasing cost of user license and exploring methods of funding for local license
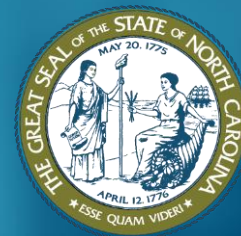- Average of 6 license per board (range of license type/ rights)

System and Process Enhancements

- Timely adjustment to issues identified
- Collaboration with users to continue system enhancements and sharing of best practices to achieve more efficiency and effectiveness in serving employers

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QUESTIONS

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