DATE: September 15, 2014

TO: LA's Workforce Development System

FROM: Jaime H. Pacheco Orozco, Director Workforce Development System

SUBJECT: WDS DIRECTIVE NO. 15-04
INTEGRATED SERVICE DELIVERY SYSTEM CUSTOMER FLOW AND REVISED WORKSOURCE CENTER GOALS

EFFECTIVE DATE
This directive is effective July 1, 2014.

PURPOSE
This Directive provides the Adult Workforce Development System revised customer flow goals and information regarding customer flow under Integrated Service Delivery (ISD).

BACKGROUND
ISD seeks to significantly increase the number of participants served by the Adult Workforce Development System. This increase in enrolled individuals, facilitated by strategic partnerships with the California Employment Department, will be accomplished through a combination of Workforce Investment Act (WIA) and Wagner Peyser enrollments, and a strict adherence to WIA registration requirements. WorkSource Center (WSC) contracts initially established an enrollment a goal of 2,650 WIA eligible customers per WSC.

WSC CUSTOMER FLOW MODIFICATION
Revised WorkSource Center enrollment goals are illustrated in the table below:
<table>
<thead>
<tr>
<th></th>
<th>PROVIDER CONTRACT GOALS</th>
<th>REVISED PROVIDER GOALS</th>
<th>REVISED ADULT GOALS</th>
<th>REVISED DISLOCATED WORKER GOALS</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>TOTAL WSC ENROLLMENTS</strong></td>
<td>2,650</td>
<td>2,650</td>
<td>--------</td>
<td>--------</td>
</tr>
<tr>
<td><strong>MINIMUM WIA ENROLLMENTS</strong></td>
<td>2,650</td>
<td>1,740</td>
<td>982</td>
<td>758</td>
</tr>
<tr>
<td><strong>MAXIMUM WAGNER-PEYSER</strong></td>
<td>910</td>
<td></td>
<td>982</td>
<td>758</td>
</tr>
<tr>
<td><strong>ENROLLMENTS COUNTED</strong></td>
<td>910</td>
<td></td>
<td>982</td>
<td>758</td>
</tr>
</tbody>
</table>

**JobsLA.org Enrollment**

As illustrated in the WSC Walk-In Customer Flow chart on the next page, WSC program participants seeking services at a WSC must be directed to complete a JobsLA.org workforce portal registration. When fully implemented, JobsLA.org will provide WSC participants access to online employment services, including labor market information, job placement and training services. JobsLA.org should be used to provide Self-Directed Services previously reported under Universal Access activities. Participants that do not wish to create a JobsLA registration will have limited access to WSC services, consisting primarily of Resource Room activities. Resource Room services should also be tracked by WSCs.

**Wagner Peyser Enrollment**

Eligible participants seeking additional workforce services may be enrolled into Wagner-Peyser programs by providing right-to-work verification and their Social Security Number (SSN) on the JobsLA.org registration. These registrations will be uploaded into the CalJOBS System and require verification by State employees to be enrolled into Wagner-Peyser. Participants that do not wish to provide a SSN will have limited access to WSC services consisting primarily of Self-Directed Services on JobsLA. Only participants that provide a SSN can be counted toward the WSC Enrollment Goal. If a participant is enrolled into Wagner-Peyser, but not co-enrolled into WIA, they will count as a Wagner-Peyser enrollment towards the WSC's enrollment goal. Wagner-Peyser enrollees co-enrolled into WIA count as WIA enrollees only (no double counting of participants).
WorkSource Center Walk-In Customer Flow

Customer first visit to WSC

Has the customer completed JobsLA registration?

YES

Does the customer have right to work & did they provide SSN in JobsLA registration?

YES

Full registration is uploaded to CalJobs*

NO

Customer directed to Resource Room to establish JobsLA account. Services restricted to Resource Room until account established.

NO

Customer has full access to Resource Room and limited access to JobsLA functions. Does not count towards Enrollment goals.

Does the customer meet WIA eligibility and require staff assisted services?

YES

Customer registered into WIA. Customer will be counted towards WIA Enrollments.

NO

Customer has full access to Resource Room and JobsLA. May count towards Wagner-Peyser Enrollment goals (dependent on State approval of WP application).

Is customer enrolled into Wagner-Peyser?

YES

Customer has full access to JobsLA, Resource Room, and other non-WIA resources available through WSC. Does not count towards Enrollment goals.

NO

*Participants may be directly enrolled into WIA upon verification of eligibility if Welcome Team assessment determines need for staff assisted services.
WIA Enrollment
With the exception of self-service and informational activities services available through JobsLA and/or CalJOBS, staff assisted services require WIA registration (enrollment). There are two main factors to consider when determining which core services require adults and dislocated workers to be enrolled:

a. **Purpose of the service.** The Act specifically excludes those individuals who participate in self-service activities only (such as browsing the Internet). For staff-assisted activities, the purpose of the service should be examined to determine if registration is required for the service. Services that are designed to inform and educate individuals about the labor market and their employment strengths, weaknesses, and the range of services appropriate to their situations should be considered informational in nature and do not require enrollment. Staff-assisted services that are designed to impart job seeking and/or occupational skills, however, require enrollment.

b. **Level of staff involvement with the customer.** When there is significant staff involvement, individuals receiving core services are required to be registered for the adult and dislocated worker programs. Significant staff involvement is any assistance provided beyond the informational activities described in Section a. above, regardless of the length of time involved in providing such assistance. Significant staff involvement includes a staff member’s assessment of a participants skills, education, or career objectives in order to achieve any of the following:
   - Assist participants in deciding on appropriate next steps in the search for employment, training, and related services, including job referral;
   - Assist participants in assessing their personal barriers to employment; or
   - Assist participants in accessing other related services necessary to enhance their employability and individual employment related needs.

The attached table provides additional information on activities that require registration and the level of WIA service these activities generally fall under.

Additional Customer Flow Goals
Contractor goals will also be revised to include a new goal for the number of registered participants who receive WIA Intensive Services, and to reflect a lower goal for the number of registered participants receiving WIA Training Services. Though EWDD included a goal for Intensive / Case Managed Services in its WSC Request for Proposal, that goal was not reflected in PY2014-15 WSC contracts. The revised goals for Intensive / Case Managed and Training are illustrated in the table below:
<table>
<thead>
<tr>
<th>PROVIDER CONTRACT GOALS</th>
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<th>REVISED ADULT GOALS</th>
<th>REVISED DISLOCATED WORKER GOALS</th>
</tr>
</thead>
<tbody>
<tr>
<td>INTENSIVE / CASE MANAGED SERVICES</td>
<td>A</td>
<td>B</td>
<td>C</td>
</tr>
<tr>
<td>TRAINING (INCLUDING SECTOR TRAINING)</td>
<td>400</td>
<td>265</td>
<td>------</td>
</tr>
<tr>
<td>SECTOR TRAINING</td>
<td>265</td>
<td>174</td>
<td>------</td>
</tr>
</tbody>
</table>

All modifications to contractor goals will be incorporated into contracts in upcoming amendments.

REQUIRED ACTION
Please attach a copy of this directive to your contract and provide the additional information to your staff for use in program performance planning.

EWDD CONTACT
Please contact your assigned program monitor if you have any questions about this directive

JHO:GR:TJ

Attachment
## WorkSource Center Services

<table>
<thead>
<tr>
<th>Resource Room</th>
<th>JobsLA.org</th>
<th>Wagner-Peyser/WIA Self Service Informational</th>
<th>WIA Core Services (WIA registration required)</th>
<th>WIA Intensive Services (WIA registration required)</th>
<th>WIA Training Services (WIA registration required)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Access to Telephone/Fax</td>
<td>Internet browsing (job info and training search)</td>
<td>Determination of Eligibility to receive assistance under Title IB</td>
<td>Staff assisted job search &amp; placement assistance, career counseling</td>
<td>Comprehensive &amp; specialized assessment, e.g. diagnostic testing, interviewing</td>
<td>Occupational skills training</td>
</tr>
<tr>
<td>Access to photocopies</td>
<td>Internet accounts</td>
<td>Outreach, intake (which may include WPRS referrals) &amp; orientation to One Stop Center</td>
<td>Follow-up services, including counseling regarding the workplace</td>
<td>Full development of individual employment plan</td>
<td>On the Job Training</td>
</tr>
<tr>
<td>Resource Library</td>
<td>Performance info on Eligible Training Provider</td>
<td>Initial assessment of skill levels, aptitudes, abilities &amp; need for additional assistance</td>
<td>Staff assisted job referrals (such as testing &amp; background checks)</td>
<td>Group counseling</td>
<td>Workplace training &amp; cooperative education programs</td>
</tr>
<tr>
<td>Employment statistics: Information, job listings, job skill requirements for job listings, &amp; info on demand occupations</td>
<td>Employment statistics: Information, job listings, job skill requirements for job listings, &amp; info on demand occupations</td>
<td>Assistance in establishing eligibility for welfare-to-work activities and for other training and education programs</td>
<td>Staff assisted job development (working with employer &amp; job seeker)</td>
<td>Individual counseling &amp; career planning</td>
<td>Private sector training programs</td>
</tr>
<tr>
<td>Performance info on the local One-Stop System</td>
<td>Performance info on the local One-Stop System</td>
<td>Info on filing for Unemployment Ins. Self-determined eligibility</td>
<td>Staff assisted workshops and job clubs</td>
<td>Case Management</td>
<td>Skill upgrading &amp; retraining</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Information on, referral to, supportive services</td>
<td>Short-term pre-vocational services</td>
<td>Entrepreneurial training</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Talent referrals (informational, e.g. talent scouts, labor exchange referrals of resumes without further screening)</td>
<td>Follow-up services after employment</td>
<td>Adult Education in combination w/training</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Workshops and job clubs</td>
<td>Job readiness training</td>
<td>Customized training</td>
<td></td>
</tr>
</tbody>
</table>