

Kentucky Career Center Certification Training



October 20th 2014

Agenda

- **Overview/Purpose of Career Center Certification**
- **Where We Have Been**
 - **Timeline to date**
- **Where We Are Now**
 - **Issues/recommendations**
- **Where We Are Going**
 - **Roles/responsibilities/expectations**
 - **Application, review and certification process**
- **Tools and Resources Update**
 - **Application/Review Form**
 - **Certification Process Checklist**
 - **Documentation**
 - **Online resources**
 - **Q&A**

OVERVIEW AND PURPOSE

The certification process is grounded in...

Kentucky's Brand Promise

As a team of experts, we are dedicated to providing Kentucky employers with a qualified, skilled workforce and the people of Kentucky with career and job training and educational opportunities.

With the unique ability to connect employees and employers through the combined efforts of state and local partners, we will become a valuable, competitive and best-in class asset in the growth of our regional and national economy.

By guiding, empowering and inspiring our customers, we will continue our mission to create success stories across the Commonwealth.

OVERVIEW AND PURPOSE

The Promise...

Career Center Certification is critical to the transformation of our workforce development system, critical for achieving our brand promise in order to achieve:

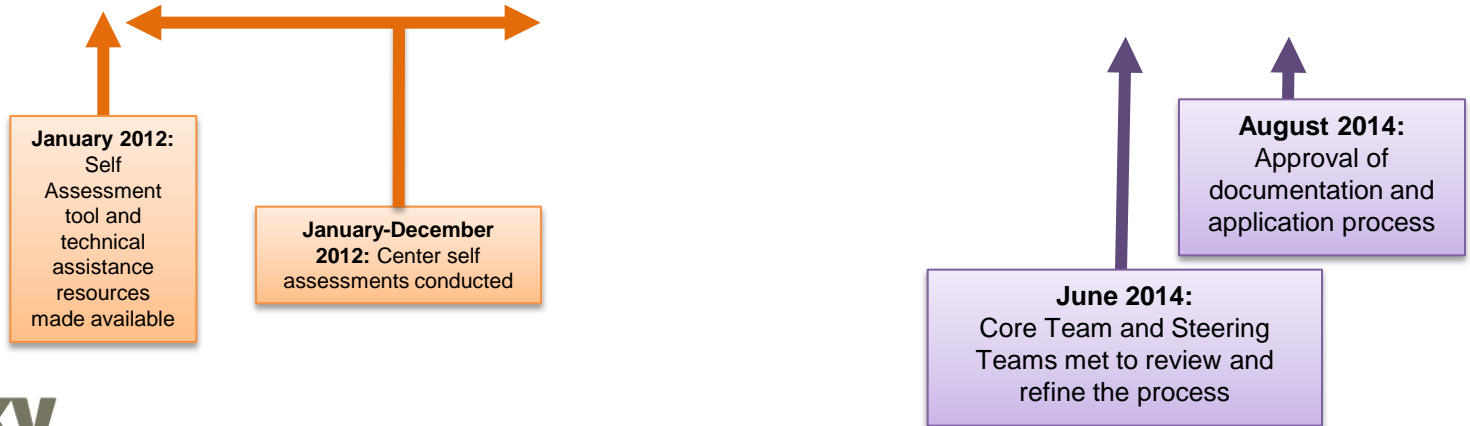
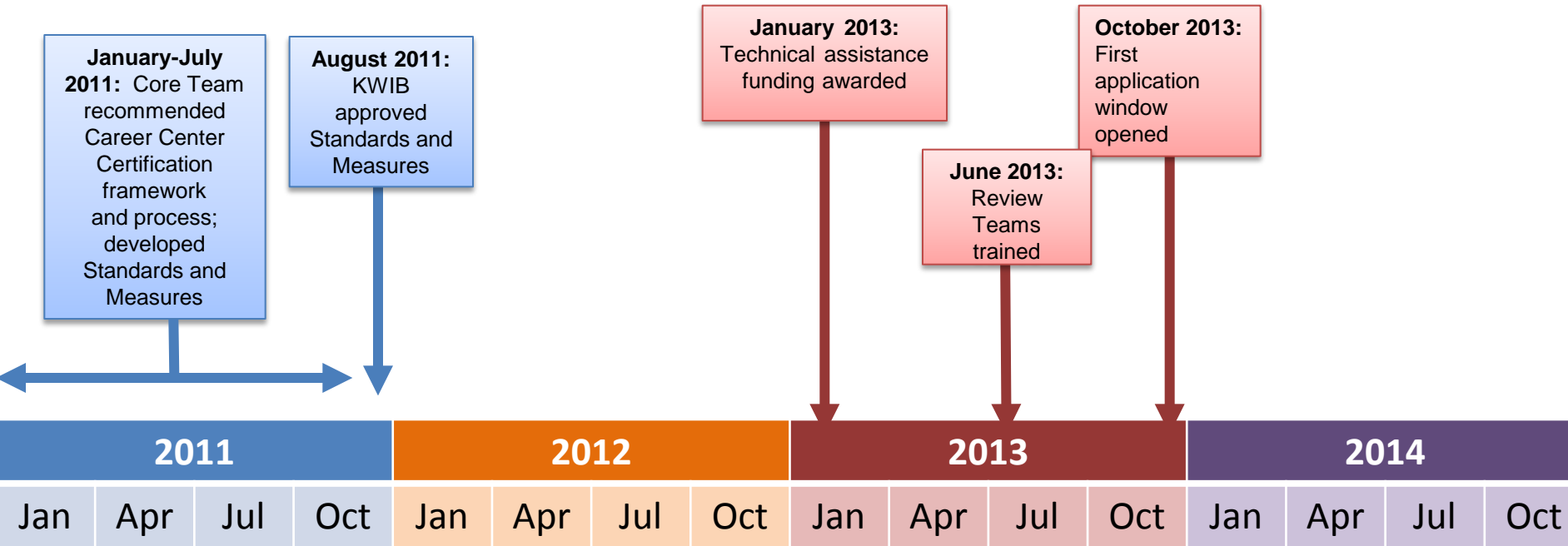
- Consistent, high quality services to employers and job seekers
- User-friendly, customer-focused services
- Strategic alignment with education and economic development
- Accountability for services and results
- Maximization of all workforce development resources

OVERVIEW AND PURPOSE

Workforce Innovation and Opportunity Act (WIOA)

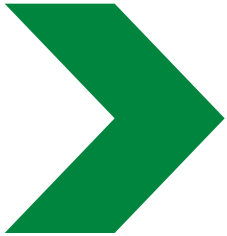
- Reinforces the importance of Career Center Certification established under the Workforce Investment Act
- Supports integrated intake, assessment and case management throughout the legislation
- Mandates
 - One Full Service Center in each region by June 30, 2015
 - All centers be certified by June 30, 2016
- KWIB formally adopted WIOA timeline

WHERE WE HAVE BEEN



WHERE WE ARE NOW

Issue: Too much documentation



Recommendation:

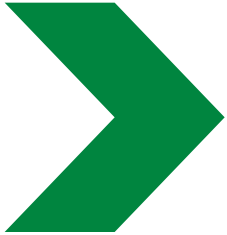
Six key documents submitted with application

Other documentation used (meeting minutes, sign-in sheets, training records, etc.) kept on site

- Memorandum of Understanding (MOU)
- Business Services Functional Organizational Chart
- Standard Operating Procedure (SOP)
- Career Center Functional Organizational Chart
- ADA Compliance Letter
- Career Center Staff Development Plan

WHERE WE ARE NOW

Issue: Too much documentation (continued)

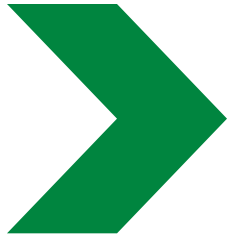


Recommendation:

Combined application/review form eliminates need for two separate documents

WHERE WE ARE NOW

Issue: EKOS reports submitted with application were outdated by the time on-site visit was conducted



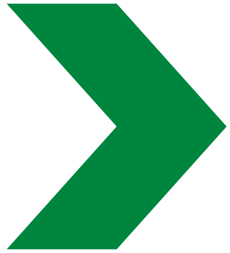
Recommendation:

Current EKOS reports viewed during on-site visit



WHERE WE ARE NOW

Issue: Redundancy of questions between sections of application



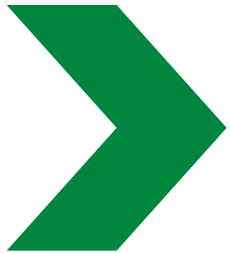
Recommendation:

Form improved to eliminate redundancy where possible

OK to cross-reference

WHERE WE ARE NOW

Issue: Difficulty locating and referencing applicable content within larger documents



Recommendation:

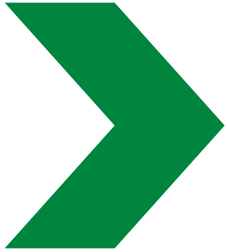
All key documents must include page numbers, sections, paragraphs, etc.

Reference on application as well as on electronic documents

Utilize bookmarking on PDF documents

WHERE WE ARE NOW

Issue: No opportunity to resolve easy fixes

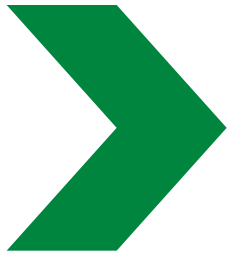


Recommendation:

Allow time for debrief and quick fixes at end of Review Team's on-site visit

WHERE WE ARE NOW

Issue: Discrepancy of understanding between Career Center team and Review Team in interpretation of some measures and terms



Recommendation:

Clarification of measures and terms

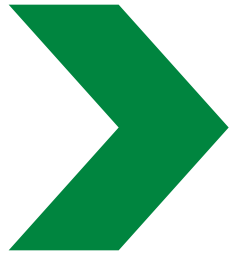
Improved training for Review Team

Peer reviewers assist business partners on Review Team



WHERE WE ARE NOW

Issue: Need for more time during on-site visit for Review Team to see how the Career Center operates firsthand



Recommendation:

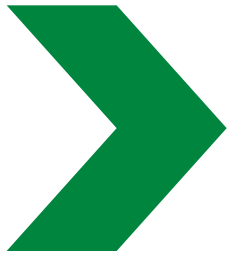
Reduce volume of documentation for Review team to audit

Increase time spent on site



WHERE WE ARE NOW

Issue: No one to contact for questions regarding application process



Recommendation:

Raise awareness of email address:

OSCInfo@ky.gov

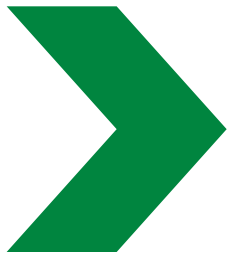
Designate someone to monitor inbox

Designate subject matter experts to answer questions

Update FAQ page on KWIB site

WHERE WE ARE NOW

Issue: Confusion over what constitutes “recognized” credentials and training



Recommendation:

Assign entities responsible for determining which credentials and training will be recognized

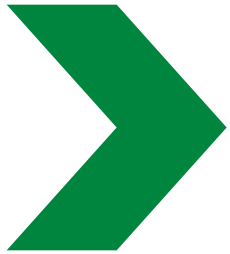
- KY Skills Network (BST)
- Department of Workforce Investment (Center Staff)

Create reference list

Ref. Application/Review Form 10.20.14
Employer Services Section I/Standard 5/Measures d and f
Job Seeker Services Section I/Standard 4/Measure e
Center Management Section I/Standard 6/Measure d

WHERE WE ARE NOW

Issue: Confusion over reference to “integrated case management system”



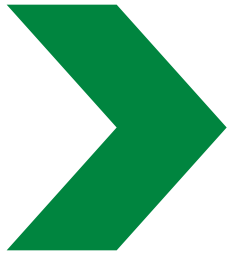
Recommendation:

Amend to “integrated case management approach” to indicate the collaborative approach to how cases are handled, not the mode used to do so

Ref. Application/Review Form 10.20.14
Job Seeker Services, Section II, Standard 4, Measure b

WHERE WE ARE NOW

Issue: Definition of “full time presence” caused concern for partners who divide time between multiple locations



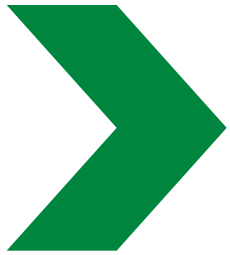
Recommendation:

Define full time presence as having “a primary office and schedule within the Full Service center”

Ref. Application/Review Form 10.20.14
Center Management, Section I/Standard 1/Measure a

WHERE WE ARE NOW

Issue: Confusion over “staffed” vs. “funded” terminology in regard to staffing of resource room



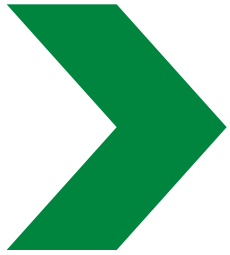
Recommendation:

Revise wording to read “funded and/or staffed”—either is acceptable

Ref. Application/Review Form 10.20.14
Center Management, Section I/Standard 2/Measure b

WHERE WE ARE NOW

Issue: Confusion over expected hours of operation (“full time during regular business hours” and “8:00 a.m. – 5:00 p.m.” caused concern)



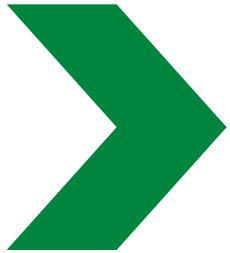
Recommendation:

Change wording to read, “Center is open to provide services at least 37.5 hours per week”

Ref. Application/Review Form 10.20.14
Center Management, Section II/Standard 1/Measure g

WHERE WE ARE NOW

Issue: Concern over reference to “uniform appearance” in regard to the Center and its furnishings



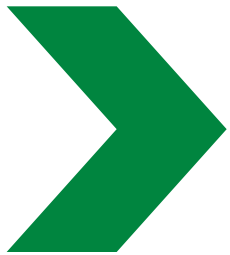
Recommendation:

Eliminate reference to uniform appearance

Ref. Application/Review Form 10.20.14
Center Management, Section II/Standard 2/Measure a

WHERE WE ARE NOW

Issue: Concern over requirement to meet all Center Management standards and measures while housed in temporary locations



Recommendation:

Allow conditional status to be granted

Require plans for acceptable accommodations in future permanent location

Ref. Application/Review Form 10.20.14
Center Management, Section II

WHERE WE ARE GOING

Roles, Responsibilities and Expectations

Time Commitment from Career Center Staff



Certification activities will take place over several months



Staff is responsible for developing the plan, completing the application, gathering the documentation and will need to be available during the review team visit



Management allows the staff time to work on certification activities and facilitates communication between Center and LWIB



CAREER CENTER STAFF RESPONSIBILITIES



Request ADA/accessibility review from State ADA Coordinator



Develop and gather 6 key documents



Complete application/review form



Submit letter of intent and application package to LWIB



Provide on-site documents and assistance to Review Team during visit



LOCAL WORKFORCE INVESTMENT BOARD RESPONSIBILITIES



Maintain contact with Career Center staff throughout process to identify areas of need and assist with locating support and resources



Notify Review Team when application package is received from Career Center



Provide Review Team with application package and contact name for Career Center certification team








Work with Career Centers to resolve deficiencies



Notify LWIB Chair when ready to be presented for Board approval

REVIEW TEAM RESPONSIBILITIES

-  Review application/review form and key documents
-  Select 1 to 3 measures from each section of the application/review form for audit during on-site visit (Total for audit: 5)
-  Schedule on-site visit, allowing at least two weeks' notice, and notify Career Center of selected measures to be audited during visit
-  Conduct on-site review
-  Submit letter of findings and recommendation to LWIB and Career Center

CAREER CENTER CERTIFICATION PROCESS

Career Center completes application package
(application/review form and key documents)



Career center sends letter of intent and
application package to LWIB



LWIB notifies Review Team and forwards
application package...



CAREER CENTER CERTIFICATION PROCESS

... Review Team reviews application and key documents



Review Team contacts Career Center to schedule on-site visit (min. two weeks notice)



Review Team conducts on-site visit...



CAREER CENTER CERTIFICATION PROCESS

... Review Team sends letter to LWIB and Career Center with findings and recommendation



LWIB reviews the Review Team's report and makes a decision regarding certification

RECOMMENDATION AND CERTIFICATION

Certification granted: LWIB informs the Kentucky Workforce Investment Board

***Certification not granted:** Career Center and LWIB explore solutions for meeting measures that were not met in the original application

***Conditional certification granted:** Awarded to Career Centers in temporary locations due to an emergency situation; requires plan for acceptable center accommodations in permanent location

*Career Center works to resolve measures not met and may request reconsideration once resolved

RECONSIDERATION PROCESS

- Center submits request for reconsideration to LWIB, detailing measures that have been addressed and the documentation/evidence available for review
- LWIB reviews request and makes a decision regarding certification and, if approved, notifies the Kentucky Workforce Investment Board

TOOLS/RESOURCES UPDATE

NEW! Combined Application/Review Form

Kentucky Career Center Certification: Full Service Center Application/Review Form

KY Career Center Location:

LWIA:

Baseline Measures

REVIEW TEAM ONLY

I. Employer Services: Organization and Staffing of Employer Services

Standard 1: Each workforce area has established a regional (i.e. workforce area-wide) Business Services Team (BST) comprised of knowledgeable business services partners with the ability to connect employers to a full range of partner services.

a. The team includes at least four "core" partners, including Office of Employment and Training (OET), Workforce Investment Act (WIA), Kentucky Community and Technical College System (KCTCS), and a representative from a general purpose business organization (e.g. Chamber of Commerce) or an economic development representative.	Met	Not Met
Center Notes		
Documentation/Evidence		
Review Team Comments		
b. The "core" Regional BST consists of dedicated staff, including a regional team leader, business service representatives (BSRs), and other representatives, as appropriate for the region. These individuals may come from any Center or any part of the workforce area.	Met	Not Met
Center Notes		
Documentation/Evidence		
Review Team Comments		
c. The "extended" BST includes additional partners' business service staff participating on the BST (but not necessarily fully-dedicated to the team) through regular communication and periodic (e.g. monthly or quarterly) coordination meetings. These partners may include Adult Education, Office of Vocational Rehabilitation, and Department for Community Based Services (DCBS)-Family Support, Kentucky Farmworkers Program, Older Workers-Title V, and Office of the Blind, Veterans, Area Development Districts, and/or others.	Met	Not Met
Center Notes		
Documentation/Evidence		
Review Team Comments		
d. BST members are selected to serve based on their skills and experience. BST members possess appropriate skills and qualifications for their positions and responsibilities, such as communication skills, knowledge of basic business concepts (e.g. sector-driven approaches), and professionalism in appearance and demeanor.	Met	Not Met
Center Notes		
Documentation/Evidence		
Review Team Comments		
Standard 2: The Regional BST is overseen by the local Workforce Investment Board (LWIB), or by a different designated entity as appropriate for the region, as a unified activity.		
a. The LWIB or other designated entity appoints the regional team leader in consultation with local agency managers.	Met	Not Met
Center Notes		



APPLICATION/REVIEW FORM SECTIONS

Employer Services

- Effective and quality services that are measurable
- Providing services that are grounded in a context of familiarity with the needs of the industry sectors in their regions

APPLICATION/REVIEW FORM SECTIONS

Job Seeker Services

- Delivery of services by Kentucky Career Center partners in a coordinated and seamless effort
- Services provided should be responsive and tailored both to job seekers' needs and success

APPLICATION/REVIEW FORM SECTIONS

Center Management

- A unified, collaborative and responsive approach that meets the needs of customers
- Partner presence and integration into Career Center operation where partners work together to achieve common goals and objectives

CENTER NOTES

Kentucky Career Center Certification: Full Service Center Application/Review Form

KY Career Center Location:

LWIA:

Baseline Measures

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Met Not Met

Center Notes

Documentation/Evidence

Review Team Comments

b. The "core" Regional BST consists of dedicated staff, including a regional team leader, business service representatives (BSRs), and other representatives, as appropriate for the region. These individuals may come from any Center or any part of the workforce area.

Met Not Met

Center Notes

Documentation/Evidence

Review Team Comments

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Met Not Met

Center Notes

Documentation/Evidence

Review Team Comments

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Met Not Met

Center Notes

Documentation/Evidence

Review Team Comments

Standard 2: The Regional BST is overseen by the local Workforce Investment Board (LWIB), or by a different designated entity as appropriate for the region, as a unified activity.

a. The LWIB or other designated entity appoints the regional team leader in consultation with local agency managers.

Met Not Met

Center Notes



This section allows the Career Center to create a narrative to summarize how the Career Center meets the standard

CENTER NOTES

The narrative should be used to document how the Career Center is able to meet the standard

EXAMPLE

Measure: All Centers have a “greeter”/reception position. Staff in this position is cross-trained to quickly and efficiently connect customers with the services and staff they need.

Center Notes: The Career Center has a full time receptionist through the Experience Works program. The receptionist hours are aligned to the Career Centers hours to ensure quality service. Front line staff have participated in cross training to ensure continuous service.

DOCUMENTATION/EVIDENCE

Kentucky Career Center Certification: Full Service Center Application/Review Form

KY Career Center Location:

LWIA:

Baseline Measures

REVIEW TEAM ONLY

I. Employer Services: Organization and Staffing of Employer Services

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Met Not Met

Center Notes

Documentation/Evidence

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Documentation/Evidence

Review Team Comments

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Met Not Met

Center Notes

Documentation/Evidence

Review Team Comments

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Met Not Met

Center Notes

Documentation/Evidence

Review Team Comments

Standard 2: The Regional BST is overseen by the local Workforce Investment Board (LWIB), or by a different designated entity as appropriate for the region, as a unified activity.

a. The LWIB or other designated entity appoints the regional team leader in consultation with local agency managers.

Met Not Met

Center Notes



This section lists documentation used to verify measure has been met
 -Include page/chapter/section, etc.

DOCUMENTATION/EVIDENCE

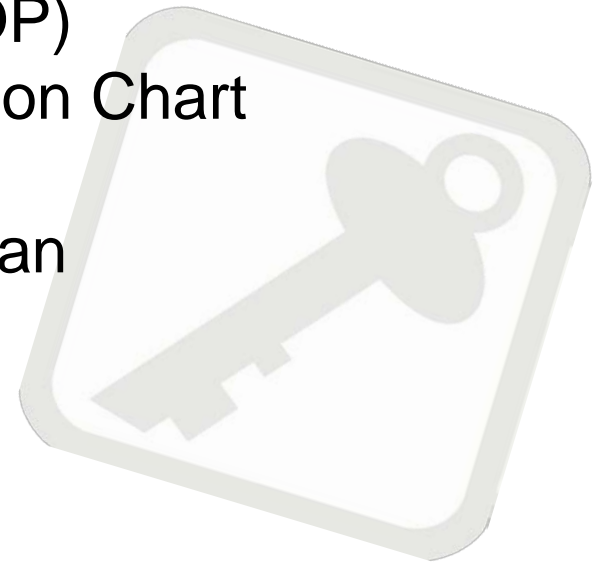
- Flexibility to provide evidence through a variety of documents to demonstrate how the standard/measure is being met
- Six key documents cover many of the measures
- Other documents may be used as documentation/evidence
 - Subject to audit during on-site visit
- Include page/chapter/section, etc. for reference by Review Team

DOCUMENTATION/ EVIDENCE

6 Key Documents

(Submitted with application/review form)

- Memorandum of Understanding (MOU)
- Business Services Functional Organizational Chart
- Standard Operating Procedures (SOP)
- Career Center Functional Organization Chart
- ADA Compliance Letter
- Career Center Staff Development Plan



DEFINITIONS OF 6 KEY DOCUMENTS

Memorandum of Understanding-Agreement between parties expressing a convergence of will between the parties and indicating an intended common line of action.

Business Services Functional Organizational Chart-Focuses on sector strategies and who is designated to those sectors and functions.

Standard Operating Procedures-Written procedure used for repetitive use as a practice in order to obtain a desired outcome.

Center Functional Organizational Chart- Outlines the 3 functions (Employer, Jobseeker and Center Management) in order to achieve the Career Center's goals.

ADA Compliance documentation-Letter or documentation from State ADA Coordinator verifying Career Center compliance.

Career Center Staff Development Plan-Outlines opportunities and plans for staff to achieve training and credentials.



DOCUMENTATION/ EVIDENCE

Examples of Other Documentation

(Made available on site by request of Review Team)

Meeting
Agendas/Rosters/
Minutes
Calendars
Checklists
EKOS Reports
Flow Charts

Organizational Charts
Job Descriptions
Marketing Materials
Training
Records/Certificates
Surveys
Website



TOOLS/RESOURCES UPDATE

NEW! Certification Process Checklist



Kentucky Career Center Certification Process Checklist

Preparation and Application

- Career Center requests ADA/accessibility review from State ADA Coordinator
- Career Center submits letter of intent to apply for certification to Local Workforce Investment Board
- Career Center completes application and secures key documentation
 - Memorandum of Understanding
 - Standard Operating Procedures
 - Business Services functional organizational chart
 - Center functional organizational chart
 - ADA compliance documentation
 - Staff Development Plan
- Career Center submits electronic copies of application and key documentation to LWIB

Review and Onsite Visit

- LWIB notifies Review Team, provides electronic copies of application and key documents to Review Team members (hard copies provided by LWIB on request)
- Review Team reviews application and documentation
- Review Team selects 1 to 3 measures from each section of the application for audit of supporting documentation/evidence during on-site visit (Employer Services/Job Seeker

ONLINE RESOURCES

KWIB Website

[http://www.kwib.ky.gov/
careercentercertification.htm](http://www.kwib.ky.gov/careercentercertification.htm)

- **NEW!** Certification Process Checklist
- **NEW!** Combined Application/Review Forms
- On-Site Review Checklist
- Accessibility Checklist
- Sample Documents/Templates
- **UPDATED!** Frequently Asked Questions List
- **NEW!** Credentials and Training List
- Contact Information

KENTUCKY CAREER CENTER CERTIFICATION

Q&A

HAVE QUESTIONS? FEEDBACK?

Contact the Kentucky Career Center Certification
Team:

OSCInfo@ky.gov