

WorkSource One-Stop Operator Certification

POLICY #: 560

Effective Date: February 2009

PURPOSE:

The mission of the Southwest Washington Workforce Development Council (SWWDC) is to prepare and promote a highly skilled and adaptive workforce for a healthy, sustainable economy in Southwest Washington. Our vision is to be one of the most responsive and demand-driven workforce development systems in the country. WorkSource Southwest Washington is one important mechanism to achieve these outcomes.

WorkSource Southwest Washington must represent the highest standards of quality in the delivery of employment and training services. The Workforce Investment Act (WIA) assigns and authorizes, with the agreement of the chief local elected official, the local Workforce Investment Boards to designate or certify WorkSource One-Stop Operators. Workforce Investment Boards are further authorized to terminate a site's eligibility for cause. SWWDC reviews and certifies Operators to ensure the SWWDC values for the workforce system are evident throughout WorkSource's governance and operations.

This policy is intended to give the SWWDC a process to collect and use information to assure a standardized level of services at each WorkSource One-Stop Center.

Guiding Principles

The success and accountability of the Southwest Washington workforce system depends, in large part, on the values that SWWDC and its partners use to guide their operations:

- **Integrated** - Think and act as an integrated system of programs that share common goals, yet are delivered by various partners with the best capabilities.
- **Responsive** - Create a delivery system that is responsive to employers and prioritizes services to respond to high demand occupations and critical job needs of targeted industry clusters.
- **Results-Based** - Focus workforce efforts on outcomes and make investments in programs and services accordingly.
- **Partnership** - Align goals and initiatives with economic development, labor and education partners.
- **Regionalism** - Work with Oregon counterparts to address broader regional workforce needs of the regional economy and leverage resources to provide a higher quality and level of services.
- **Quality Improvement** - Regularly review program and service performance for quality improvement, and adapt them to meet changing needs.

REFERENCES

P.L. 105-220, Workforce Investment Act, Section 111, (d) (2).
Department of Labor, Employment and Training Administration, 20 CFR Part 652, et al.,
Workforce Investment Act, Final Rule, August 11, 2000.

POLICY STATEMENT

The Certification application is one step in the on-going pursuit of growth, quality improvement, and performance excellence. Attainment of certification provides assurance to the public WorkSource has achieved a high standard and consistently maintains that standard.

The following quality standards are the criteria by which the SWWDC certifies One-Stop Operators:

- *Programmatic and Functional Integration* - It is critical for WorkSource and its partners to think and act as an integrated system and adhere to Lean Thinking Principles throughout the center. WorkSource Operators should ensure that client services are aligned, regardless of funding streams, and that programs share common goals. Each customer is mutually regarded as a shared customer, with all staff and programs operating at the site having a vested stake in that customer's success. Integration of programs and Lean principles should be incorporated into planning, processes, information sharing, resource decisions, actions, results, and analyses.
- *Leadership* - The leadership of the organization is directly involved in creating and sustaining common values, organizational directions, performance expectations, and customer focus. Leaders empower staff through team assignments and remove barriers which deter innovation and quality improvement. A successful leader will be a Lean Principles Champion and provide the vision for staff in the implementation of lean.
- *Performance and Accountability* - Results and outcomes for the public investment in WorkSource is essential to the WorkSource system's relevance. The effectiveness of WorkSource for employers and jobseekers must be evident in system performance. Data must be collected and analyzed, then a plan for improvement, enhancement, or adjustment must be established.
- *Service provision, including services and outreach to special populations* - WorkSource must be able to extend services and outreach not just to individuals who walk in the door, but also to those who have become disengaged in the labor force. Integrated, quality services must be provided to all customers within the center. In addition, widespread use of the Self-Sufficiency Calculator throughout the WorkSource Center is a necessary component of service provision.
- *Customer Satisfaction* - Performance and value are ultimately judged by customers, both external and internal. Actions are focused on satisfying customer needs, identifying shortcomings and responding accordingly.
- *Staff Proficiency and Staff Training Participation* - The investment in staff development is substantial, ongoing, and focused both on cross-training and overall skill development. Every member of the organization has the ability and authority to meet customer needs, either directly or, where appropriate, by helping the customer make the right connections to the expertise he or she seeks. Participation in SWWDC-sponsored training is required.

ELIGIBILITY

To be eligible to receive funds made available to operate a one-stop center an entity or a consortium of entities may be a public or private entity, or consortium located in the local area, which may include:

- a postsecondary educational institution;
- an employment service agency established under the Wagner-Peyser Act (29 U.S.C. 49 et seq.),
- a private, nonprofit organization (including a community-based organization);
- a private for-profit entity;
- a government agency; and
- other business organization.

To be designated a WorkSource Center Operator, a site, at a minimum, must be able to:

- Deliver on site or provide access to the full array of core services of all Workforce Investment Act (WIA) mandatory programs
- Deliver on site or provide access to all WIA intensive and training services
- Have in place a signed Resource Sharing Agreement with required partners, and Memorandum of Understanding with the SWWDC.
- Align quality improvement practices and processes with WorkSource brand products and processes

DURATION

Certification as a WorkSource site under this process will remain valid for three years, barring intermediate action by the SWWDC in response to underperformance. Any such intermediate action by the SWWDC will follow a notification of failure to attain required levels of quality, the provision of a technical assistance report, and two quarter's subsequent review of performance results. Under-performing sites may be placed on probation or suspension by action of the SWWDC.

Selection of an Operator through SWWDC's procurement process also serves to designate a One-Stop operator for the duration of the period outlined in the Request for Proposal.

Certification Guidelines

1. Contractors shall be certified by the SWWDC through a formal performance evaluation a minimum of every three years (see attachment A).
2. If a contractor fails to meet certification standards, any existing contracts with the SWWDC may expire at the SWWDC's option.
3. A contractor may appeal the denial by writing to the SWWDC within 30 days of the release of final certification report. The SWWDC will issue a decision on appeals within 30 days of receipt.
4. A de-funded contractor will be removed from any existing list of qualified replacement center operators and may only be reinstated through a future competitive bid.

PROCESS

1. Operators must submit a written application to the SWWDC for re-certification no later than thirty four months following their last certification.
2. After receipt of application and initial review, an on-site review of the WorkSource center will be conducted by SWWDC staff or its designees.

3. Applications along with report of on-site review will be reviewed by the WorkSource Accountability Committee, a subcommittee of the Board of Directors. In-person interviews of the Operators may be requested at the discretion of the subcommittee.
4. The WorkSource Accountability Committee will determine certification of the One-Stop Operator upon review of all documents.