

EMPLOYER SERVICES DEFINITIONS

September 2023

CATEGORY: MARKETING/OUTREACH ACTIVITIES

| Service Name | Service Definition |
|---|---|
| Business Contact | Career center staff contacts a business to provide information regarding career center services and/or business follow-up. (could be one way or two way communication, either in person, via email, via phone, with an individual business – the service summary will indicate the type of communication). |
| Distribution of Career Center Information/Mass Marketing | Distribution of Career Center Information - marketing via any media; email, fax, social media, USPS. |
| Job Development Contact | Career center staff conducts 2-way contact (via email, phone, visit) with a business to identify potential job opening(s) that do not currently exist for this employer. Does not include blanket solicitation of listings. Add specific details in service summary. |
| Join Career Center | Local option used to identify a new or existing business as a member of your career center upon receipt of first service at your career center. (Is not used on OSCCAR report to determine New to Career Center or New to MOSES). |
| Distributed Job Postings | Job postings are distributed by any means; via email, social media, any mass media, and/or career resource library. This service is not used for entering a job order in MOSES or Job Quest. |
| Room Accommodations/ Rentals | Provide/rent career center space to a business or groups of businesses for an event <u>unrelated</u> to career center service. For example, the chamber of commerce uses the space for a chamber meeting. (Should be entered one time and on the date that rental occurs; other contacts around this activity should use the Business Contact service). |
| Sponsorships | Business provides financial or in-kind support for career center activities. In-kind support could include donation of business staff time, equipment, space, etc. |
| BizWorks Orientation | Provide one or more businesses with a substantial overview/orientation of at least a majority of the slate of services offered by the Commonwealth's workforce system. The overview may be done in person, via conference call, or in a group presentation and must be done through direct contact with a key representative of the business. |

CATEGORY: BUSINESS INFORMATION AND INCENTIVES

| Service Name | Service Definition |
|---|---|
| Business Assessment | Career center staff have <u>comprehensive meeting</u> with a company representative to assess current state of operations and discuss related needs. Note: This service should include a detailed summary of the meeting. |
| Other Grant Information | Provide in depth information via two way discussion and further assistance to a business about <u>local/regional grants</u> or those not covered as part of other MOSES services. Note: This service does not include the referral to the grant provider. |
| Industry Partnerships | Provide in depth information via two way discussion and further assistance to a business about Industry Partnerships (such as MEP). Note: Identify specific organization/ partnership in service summary. |
| JobQuest Assistance | Provide in depth information via two way discussion and further assistance to a business about the JobQuest website. |
| Department of Industrial Accidents (DIA) | Provide in depth information via two way discussion and further assistance to a business about DIA services. Note: This service does not include the referral to the grant provider. |
| Mass Office of Business Development | Provide in depth information via two way discussion and further assistance to a business about MOBD services. Note: This service does not include the referral to the grant provider. |
| Other Public Incentives or Business Service | Provide in depth information via two way discussion and further assistance to a business about other Public Incentive or Business Service. Note: This service does not include the referral to the grant provider. |
| Unemployment Insurance Programs Information | Provide in depth information via two way discussion and further assistance to a business about Unemployment Insurance Program services. |
| Work Opportunity Tax Credit (WOTC) | Provide in depth information via two way discussion and further assistance to a business about WOTC services. Note: This service does not include the referral to the grant provider. |
| WorkShare Information | Provide in depth information via two way discussion and further assistance to a business about WorkShare Information services. Note: This service does not include the referral to the grant provider. |
| Workforce Training Fund Program (WTFP) | Provide in depth information via two way discussion and further assistance to a business about WTFP services. Note: This service does not include the referral to the grant provider. |
| Apprenticeship | Provide in depth information via two way discussion and further assistance to a business toward establishing a contract for apprenticeship opportunities. Note: This service does not include the referral to the grant provider nor the prep work. |
| On the Job Training (OJT) | Provide in depth information via two way discussion and further assistance to a business toward establishing a contract for OJT opportunities. Note: This service does not include prep work. |

CATEGORY: EDUCATION AND TRAINING

| Service Name | Service Definition |
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| Group Information Session for Businesses | Bring together businesses for a broad range of workforce development related topics, such as focus groups, conferences, etc. This is a staff led event/activity. |
| Mentoring/Job Shadowing/ School-to-Work/Internship | Provide information, referral, and/or help set up one or more of these opportunities. |
| On the Job Training (OJT) Contract Prep/Maintenance | Develop On-the-Job Training (OJT) contract and/or follow up on the OJT during the contract period. |
| Apprenticeship Contract Prep/Maintenance | Develop Apprenticeship contract and/or follow up on the Apprenticeship during the contract period. |
| Testing for Businesses | Provide testing services to a company's workforce or to a candidate, at the company's request, who is under consideration for a position at the requesting company, such as professional development assessment, etc. |
| Training/Support Services Fair | Training vendors, community service providers, and/or support service organizations that do not have job openings attend training/support services fair to recruit for their services. |
| Workshop/Training for Business Staff | Provide skills training for the staff of businesses. |
| Outplacement Services | Interview candidates for outplacement (e.g. downsizing, transition, etc.). Offer testing, assessment, workshops, and counseling assistance. There must be an agreement with the business to provide services to their employees. |

CATEGORY: JOB FAIRS AND RECRUITMENTS

| Service Name | Service Definition |
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| Job Fairs | Three (3) or more businesses that have job openings attend a job fair that is facilitated by the career center. This service is not to be used for single employer recruitment. |
| Recruitments | Businesses that have job openings attend an event and interview candidates for positions. The event is facilitated by the career center. This service is not to be used for a job fair. |
| Specialized Recruitment | Career center / business staff conducts a recruitment <u>event</u> (at the specific request of the business) to screen multiple candidates for a position (or positions) listed in MOSES. This event entails screening candidates for appropriate skill set, reviewing resumes, assessing fit for the business, and confirming that the candidate has applied to the position per the business' instructions. Career center staff then forward candidate packages to the business. NOTE: Must include a Job Order Referral on the job seeker's record for those candidates who were forwarded to the business. |
| Individual Screening | Career center / business staff screens a single job seeker (at the specific request of the business) in order to fill an open position listed in MOSES. This individual screening service entails screening candidates for appropriate skill set, reviewing resumes, assessing fit for the business, and confirming that the candidate has applied to the position per the business' instructions. Career center staff then forwards the candidate's package to the business. NOTE: Must include a Job Order Referral on the job seeker's record for the candidate who was forwarded to the business. |

CATEGORY: LABOR MARKET INFORMATION

| Service Name | Service Definition |
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| Job Description Assistance | Provide substantial effort in editing or creating job descriptions on behalf of a business. Does not include simple edits. |
| Industry Briefings by Businesses | <u>Business led event/activity</u> to discuss industry trends, job openings, and labor market information with job seekers and/or career center staff. |
| Labor Market Information | Provide in depth research and analysis about the labor market (e.g. salary survey information), which includes customized information packages or presentations to a single business or to a group of businesses. |

CATEGORY: REFERRALS TO GRANTS AND INCENTIVES

| Service Name | Service Definition |
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| Other Grant Information | Staff facilitates a two-way connection between the business contact and the referred agency and confirms that contact between the two parties has been established (specify grant names in service summary). |
| Mass Office of Business Development (MOBD) | Staff facilitates a two-way connection between the business contact and MOBD and confirm that contact between the two parties has been established. |
| Other Public Incentives or Business Service | Staff facilitates a two-way connection between the business contact and awarding agency (e.g. Empowerment Zone) and confirm that contact between the two parties has been established (specify incentive name in service summary). |
| Work Opportunity Tax Credit (WOTC) | Staff facilitates a two-way connection between the business contact and WOTC and confirm that contact between the two parties has been established. |
| WorkShare | Staff facilitates a two-way connection between the business contact and WorkShare and confirm that contact between the two parties has been established. |
| Workforce Training Fund Program (WTFP) | Staff facilitates a two-way connection between the business contact and WTFP and confirm that contact between the two parties has been established. |
| Department of Industrial Accidents (DIA) | Staff facilitates a two-way connection between the business contact and DIA and confirm that contact between the two parties has been established. |
| Apprenticeship | Staff facilitates a two-way connection between the business and agency and confirm that contact between the two parties has been established. |
| MassHire for Business Services | The FutureSkills Market Maker facilitates a two-way connection between the business and career center staff and confirms that the contact between the two parties has been established that will enable a path for business services. |
| FutureSkills - CTI | The FutureSkills Market Maker facilitates a two-way connection between the business and training partner and confirms that the contact between the two parties has been established that will enable a path for establishing a CTI funded training. |
| FutureSkills - RENEW | The FutureSkills Market Maker facilitates a two-way connection between the business and training partner and confirms that the contact between the two parties has been established that will enable a path for establishing a RENEW funded training. |
| FutureSkills - WCTF | The FutureSkills Market Maker facilitates a two-way connection between the business and training partner and confirms that the contact between the two parties has been established that will enable a path for establishing a WCTF funded training. |

| CATEGORY: <u>OUTCOMES</u> | |
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| Service Name | Service Definition |
| Other Grant Information | Staff learns through follow up that a local/regional grant was awarded to the business (specify grant names in service summary). |
| Mass Office of Business Development (MOBD) | Staff learns through follow up that an incentive/tax credit (e.g., TIF) was received from MOBD. |
| Other Public Incentives or Business Service | Staff learns through follow up that incentive award was received by the business, e.g. due to location in an Empowerment Zone (specify incentive name in service summary). |
| Work Opportunity Tax Credit (WOTC) | Staff learns through follow up that a WOTC tax credit was received by the business. |
| WorkShare | Staff learns through follow up that a Work Share agreement has been signed by the business with DUA. |
| Workforce Training Fund Program (WTFP) | Staff learns through follow up that a WTFP grant was received by the business (specify grant type in service summary). |
| Department of Industrial Accidents (DIA) | Staff learns through follow up that a DIA grant was received by the business. |
| Apprenticeship | Staff learns through follow up that an Apprenticeship agreement was signed by the business. |
| On the Job Training (OJT) | Staff learns through follow up that an OJT contract was signed by the business. |
| FutureSkills - CTI | The FutureSkills Market Maker learns through follow up that a CTI funded training has been successfully established for the business or training partner. |
| FutureSkills - RENEW | The FutureSkills Market Maker learns through follow up that a RENEW funded training has been successfully established for the business or training partner. |
| FutureSkills - WCTF | The FutureSkills Market Maker learns through follow up that a WCTF funded training has been successfully established for the business or training partner. |