

ATTACHMENT A – EMPLOYER SERVICES DEFINITIONS

April 2016

MARKETING/OUTREACH ACTIVITIES (Formerly ADMINISTRATIVE ACTIVITIES)

FY16 Service Name	FY16 Service Definition	FY17 Service Name	FY17 Service Definition
Business Contact	Career center staff contact a business to provide information regarding career center services and business follow-up	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	Distribution of Career Center Information	Distribution of Career Center Information/Mass Marketing	Distribution of Career Center Information - marketing via any media; email, fax, social media, USPS.
Job Development Contacts	Career center staff cold-call (email, phone, visit) businesses to identify potential job openings on behalf of one or more specific job seekers in order to fill a gap in industries/occupations in the job bank. Must document industry/occupation gap being addressed and include contact name. Does not include blanket solicitation of listings, must be 2-way contact.	Job Development Contact	Career center staff contacts (email, phone, visit) 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	Enroll the business as a member of your career center.	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 (via paper, email, social media, etc.)	Job postings are posted in the career resource library.	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.
FY16 Service Name	FY16 Service Definition	FY17 Service Name	FY17 Service Definition

Room Accommodations/ Rentals	Provide/rent career center room to a business or groups of businesses.	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, such as recruitment. 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.	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	Engage a business in a two way conversation regarding the various programs offered by the commonwealth and whether that conversation be by phone, e-mail, and or in person and/or you are making a presentation to a group of businesses	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.

BUSINESS INFORMATION AND INCENTIVES

FY16 Service Name	FY16 Service Definition	FY17 Service Name	FY17 Service Definition
Business Assessment Off-Site	Career center staff meets with business representative to assess needs and provide information on pertinent services.	Business Assessment	Career center staff have <u>comprehensive meeting</u> with business representative to assess current state of operations and discuss related needs. Note: This service should include a detailed summary of the meeting.
Business Assessment On-Site	Career center staff meets with business representative to assess needs and provide information on pertinent services.		
Grant Information	Provide in depth information and further assistance to a business. Otherwise it is a referral and should be entered as "Referral to Incentives or Other Service Providers".	Other Grant Information	Provide in depth information via two way discussion and further assistance to a business about <u>local/regional grants or those not covered as part of other MOSES services</u> . Note: This service does not include the referral to the grant provider.
Mass Manufacturing Extension Partnership (MEP)	Provide in depth information and further assistance to a business. Otherwise it is a referral and should be entered as "Referral to Incentives or Other Service Providers".	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.
		Department of Industrial Accidents (DIA) NEW SERVICE	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 and further assistance to a business. Otherwise it is a referral and should be entered as "Referral to Incentives or Other Service Providers".	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 Information For Hiring	Provide in depth information and further assistance to a business. Otherwise it is a referral and should be entered as "Referral to Incentives or Other Service Providers".	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.
FY16 Service Name	FY16 Service Definition	FY17 Service Name	FY17 Service Definition

Referral to Incentives and Other Service Providers	Make a referral to an incentive or other providers of services to businesses.	DELETED	REPLACED WITH NEW CATEGORY OF SERVICES
Unemployment Insurance Programs Information	Provide in depth information and further assistance to a business. Otherwise it is a referral and should be entered as "Referral to Incentives or Other Service Providers".	Unemployment Insurance Programs Information	Provide in depth information via two way discussion and further assistance to a business about Unemployment Insurance Program services. Note: This service does not include the referral to the grant provider.
Work Opportunity Tax Credit (WOTC)	Provide in depth information and further assistance to a business. Otherwise it is a referral and should be entered as "Referral to Incentives or Other Service Providers".	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.
Work Sharing Information	Provide in depth information and further assistance to a business. Otherwise it is a referral and should be entered as "Referral to Incentives or Other Service Providers".	Work Sharing Information	Provide in depth information via two way discussion and further assistance to a business about Work Sharing Information services. Note: This service does not include the referral to the grant provider.
Workforce Training Fund (WTFP)	Provide in depth information and further assistance to a business. Otherwise it is a referral and should be entered as "Referral to Incentives or Other Service Providers".	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 NEW SERVICE	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) NEW SERVICE	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.

EDUCATION AND TRAINING

FY16 Service Name	FY16 Service Definition	FY17 Service Name	FY17 Service Definition
Info Session for Businesses	Bring together businesses for a broad range of workforce development related topics.	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	Provide information, referral, and/or help set up one or more of these sponsored training opportunities for job seekers.	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)	Develop On-the-Job Training (OJT) that results in a contract. Enter once per contract.	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/Internship	Provide information, referral, and/or help set up one or more of these sponsored training opportunities for job seekers.	Apprenticeship Contract Prep	Develop Apprenticeship contract.
Testing for Businesses	Provide testing services to a businesses workforce.	Testing for Businesses	Provide testing services to a company's workforce, such as professional development assessment, etc.
Training/Support Services Fair	Conduct training/support services fair for training vendors and/or support service organizations that do not have job openings.	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.	Workshop/Training for Business Staff	Provide skills training for the staff of businesses.
Outplacement Services FORMERLY LOCATED IN JOB FAIRS AND RECRUITMENTS CATEGORY	Interview candidates for outplacement. Offer testing, assessment, workshops, and counseling assistance. There must be an agreement with the business to provide services to their employees.	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.

JOB FAIRS AND RECRUITMENTS

FY16 Service Name	FY16 Service Definition	FY17 Service Name	FY17 Service Definition
Job Fairs	Conduct job fairs for 3 or more businesses that have job openings.	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	Provide recruitment event for a business.	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 staff screen job seekers and resumes to provide qualified matches to the business. Entails both screening job seekers to define a subset for outreach in order to solicit resumes for specific openings on behalf of a business AND screening resumes before forwarding to the business.	Specialized Recruitment/Screening	Career center staff screen job seekers and resumes to provide qualified matches to the business. Entails both screening job seekers to define a subset for outreach in order to solicit resumes for specific openings on behalf of a business AND screening resumes before forwarding to the business.
Outplacement Services DELETED FROM THIS CATEGORY	Interview candidates for outplacement. Offer testing, assessment, workshops, and counseling assistance. There must be an agreement with the business to provide services to their employees.	Outplacement Services MOVED TO EDUCATION & TRAINING CATEGORY	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.

RECRUITMENT/REFERRAL OF CAREER CENTER JOB SEEKERS – AT EVENTS OR INDIVIDUALLY

Recruitments and referral of job seekers to employers must entail an assessment of the qualifications of the job seeker with respect to the identified needs of the employer and the job.

A referral to an open job position should only be recorded once the career center has obtained evidence that the job seeker has successfully completed the employer's application process (e.g., submitted an on-line application, mailed resume, provided resume at a recruitment, etc.) or has met with the employer after an interview was arranged for the job seeker.

The results of the referral must be recorded in MOSES. Referrals and hires will be reported on OSCCAR.

LABOR MARKET INFORMATION

FY16 Service Name	FY16 Service Definition	FY17 Service Name	FY17 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.	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	Businesses discuss industry trends, promote their organization, job openings and discuss labor market information with job seekers.	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	Make presentations about the local labor market to a single business or to a group of businesses which includes customized LMI.	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.
Salary Survey Information	Career center staff gather salary information on specific occupational groups and provide to a business.		

		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.
		Work Sharing	Staff facilitates a two way connection between the business contact and Work Sharing 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.

REFERRALS TO GRANTS AND INCENTIVES – NEW CATEGORY

OUTCOMES – NEW CATEGORY

FY16 Service Name	FY16 Service Definition	FY17 Service Name	FY17 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.
		Work Sharing	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.