

**Cumberlands**  
**Workforce**  
**Investment Area**  
**Business Service**  
**Team Plan**

The Cumberland Workforce Investment Area Local Area Business Service Team (BST) will consist of all One-Stop partners within the local Workforce Investment Area plus any non-mandated partner that will help carry out our goals. Three regional teams will be formed in accordance with the service areas of the Kentucky Career Centers in Campbellsville, Somerset and Corbin service areas. Each regional team will then be separated into county teams that will be made of those members from each partner that actually work in that county. Each regional team will have a lead and an assistant lead selected by the One-Stop Committee.

The Cumberland WIB One-Stop committee will have oversight of the three BST's. As part of this oversight the following action steps must be completed to form the most effective teams possible. Cross training of BST members so that each partner can have a working knowledge of the services each partner can offer. Creation of a handbook that can be distributed to each employer with description of services offered and contact information for reference at any time. Create or enhance and sustain a website for the BST partners and creation of a shared site accessible to each partner where employer information can be accumulated and shared. The One-Stop committee, having oversight, will also have the responsibility to address concerns and provide the necessary resources of the BST teams that will allow them to adequately meet their goals.

The overall goal of the BST's is to create a long-standing relationship with employers by creating a system that is of high quality and value to them.

Measureable goals will be as follows:

1. Work to get 20% of the CWIA employers using services offered by partners in the One-Stop. This will be accomplished by gathering the number of employers contacted and the number of employers that services were rendered to and marketing the results of those services.
2. Earn the trust of employers by showing commitment, accountability, prompt and friendly customer service and being flexible to respond to their needs. This will

- be accomplished by tracking the number of employers that are repeat users of the One-Stop system. Goal is have 60% of employers as repeat customers.
3. Attend and participate with local Chambers of Commerce, Industrial Authorities, Human Resource Manager group (SHRM), Plant Manager meetings and Civic groups. Provide these groups with LMI sources and how to connect and use current Labor Market Information that is available and other sources of information that may be used to be of benefit to the employer without leaving their place of business. This will be accomplished by recording each visit or presentation to any of these groups and document activities where employers have benefited from these activities. Also, keeping Labor Market Information current by the CWIB.
  4. Work with employers that are a part of the established CWIB sectors to assure that the necessary skilled workforce is trained and available. Goal is to make employers more competitive and show responsiveness to change of the BST's. This will be tracked by using established CWIA sectors and reporting the number of individuals that are trained in those sectors.
  5. Work with employers to improve their knowledge, availability and recognize certifications available and provided by BST partners. This will be accomplished by tracking the number of National Career Readiness Certificate's obtained with our workforce area and the number of employees giving preference to job seekers with this certificate.
  6. Work with employers and training providers (CWIB approved or others) to make the needed training available to meet the needs of employers. This will be accomplished by being the force to bring the entities together. This will be tracked by the number of meetings set up by members of the BST and the number of customized training sessions and individuals trained in those programs that are designed to meet employer needs.
  7. Work with employers to identify the employability skills problems that surface with new employees. This will be accomplished by creating, expanding or marketing pre-hire training that is now available to job seekers. This will be tracked by compiling number of individuals who participate in an employability

skills training programs and the number of employers who recognize this training and use it as a part of the hiring process.

A matrix of above stated goals will be created and each measureable action will be reported to the Cumberland Workforce Investment Board and other entities as requested.

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