



**MO Div. of Workforce Development  
DWD Issuance 02-2013**

**Issued: July 11, 2013  
Effective: July 11, 2013**

**Subject: Missouri's Next Generation Career Center Essential Elements**

1. Purpose: This Issuance is written to make adjustments to the Next Generation Career Center (NGCC) model in light of recent budget reductions.

2. Background: To effectively meet the high demand for employment and training services at all Missouri Career Centers, the Division of Workforce Development (DWD), has designed a strategic framework of principles to further streamline Career Center processes that will contribute to greater productivity and better meet the needs of Missouri workforce system customers.

Recent budget reductions have required a reevaluation of the NGCC model in order to maintain a high level of reemployment service while operating with smaller staff and fewer resources.

Original NGCC implementation guidance called for each Career Center to meet certain minimum standards. From this basic structural framework, each local region then designed and implemented the necessary local processes, policies, and procedures to fulfill the vision of the NGCC model outlined in prior guidance.

3. Substance: While a high degree of flexibility is required in creating a leaner system due to lower funding levels, the following NGCC elements are essential to any Career Center service delivery model:

**Concurrent Enrollment and Streamlined Eligibility**

In order to facilitate cost sharing of multiple funding streams and to maximize flexibility in customers' service options, every Career Center customer should be enrolled in every funding stream for which they are eligible. The Membership screen enrollment process should be utilized for every customer 18 or older in order to create the Wagner-Peyser, Workforce Investment Act (WIA) Adult Core, and possibly the Dislocated Worker Core enrollments with minimal staff intervention and no hard-copy documentation. See DWD Issuances 02-2012 and 15-2012.

### **Assessment**

The NGCC model provides customers the opportunity to know their skills, improve their skills, and get the best job possible with their skills. In order to meet this goal, all customers should be guided through the KeyTrain Quick Guide to assess their level of proficiency in Applied Mathematics, Locating Information, and Reading for Information. The results are to be used to identify appropriate next steps for the customer, and must not be used to screen out customers from the enrollment process.

### **Welcome, Skills, and Jobs Tracks**

Previous guidance called for Career Center staff to be assigned to Welcome, Skills, or Jobs teams. Many Career Centers have experienced reductions in staffing levels, and this approach is no longer practical. DWD has changed this concept to assigning customers to Welcome, Skills, or Jobs tracks, not staff to specific teams.

### **Business Services**

Business Services is a critical function to connect job-seeking customers with hiring employers. In addition, connection to the business community and knowledge of employer needs is necessary to promote appropriate skill building and training options to job seeking customers. Current staffing reductions may prohibit the continuation of a Business Services Team in some regions, however, regions must continue to provide business services at a minimum level, including matching employers with Career Center customers that have the skills they require, and helping them access available programs.

### **Group Service Delivery**

It is imperative that staff utilize group service delivery whenever possible in order to provide meaningful services while maximizing Career Center efficiency. Group orientations to Career Center services and skill-building workshops, allow one staff person to serve multiple customers at a time.

### **Staff-assisted Services**

Every Career Center needs to deliver quality products and services in order to lead customers to success. At a minimum, each Career Center should provide assessments, job search assistance, National Career Readiness Certificate preparation and testing, and workshops. Workshop offerings should include basic computer skills, career exploration, networking, interview skills, and resume writing. DWD encourages the use of the “It’s All About You” product (originally developed for the Emergency Unemployment Compensation program) for all Career Center customers. The Career Path Discover tool would be appropriate for any Career Center customer in order to help them self-identify their current situation and possible next steps leading to employment. This is an excellent tool used to open the career planning conversation with the customer. See DWD Issuance 27-2009, Change 3.

### **Self-Service**

In order to maximize customer benefit and maximize Career Center efficiency, staff should direct customers to self-service options to the extent practical. Career Ready 101, Missouri Connections, and jobs.mo.gov are all excellent self-service tools we have available to deliver meaningful services to customers. Computers should be available for this use in Career Centers and customers should also be encouraged to access these services from home or other locations. See DWD Issuance 27-2009, Change 3.

### **Continuous Engagement**

It is critical that every customer is scheduled for the next appointment prior to their departure from the Career Center. This continuous engagement in services is designed to keep the customer on a logical path to employment. With the change in Unemployment Insurance (UI) rules, most UI claimants will no longer be required to return to the Career Center every four weeks, so staff have the responsibility to promote the next service in order to lead the customer to employment.

### **Alternate Service Access Points**

DWD highly encourages the development of agreements with local libraries, schools, and other entities to create alternate service access points for Career Center customers. With the authorization of the local Workforce Investment Board (WIB), staff from any alternate entity may guide customers through the Membership process and validate the Date of Birth in order to create the Wagner-Peyser, WIA Adult Core, and possibly the Dislocated Worker Core enrollments. Having these enrollments provides access to the self-service products available on-line, thus minimizing travel requirements, and reducing traffic in the Career Centers.

### **Functional Leadership**

Because the NGCC model calls for the integration of staff regardless of employer of record, it is important to maintain one Functional Leader with the authority to direct the day-to-day operation of the Career Center.

4. Action: This Issuance is effective July 11, 2013, and is to be distributed to appropriate staff.
5. Contact: Mark Bauer, Program Administrator, 573.751-7896 or mark.bauer@ded.mo.gov.
6. Reference: None

7. Rescissions: DWD Issuance 25-2009, Change 1, dated August 10, 2011.

8. Attachments: None



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