

WORKFORCE POLICY BULLETIN

WPB #: #02-05

DATE: April 12, 2005

TO: Contra Costa One-Stop Operator Consortium
ATTN: Operational Management

FROM: Bob Lanter, Executive Director
Workforce Development Board

SUBJECT: Affiliate Sites

SUBJECT:

ADMIN

PLANNING

MARKETING

EEO/AA

MIS

FISCAL

OPERATIONS

RAPID RESPONSE

SPECIAL FILING: X

Purpose:

This Workforce Policy Bulletin serves to communicate the Workforce Development Board's policy regarding Affiliate Sites.

The Workforce Investment Act calls for a system that is expansive beyond WIA and is based on the principle of integrated services to maximize the public resources and to increase the ability of customers to access those services at "one stop". The Workforce Development Board adopted the concept of affiliate sites to enhance the service delivery system that presently is comprised of four One-Stop Career Centers. Affiliate sites were envisioned to be designated where certain populations might receive more targeted types of services and in areas where transportation to a One-Stop Career Center may provide an additional barrier to receiving services. The Board adopted the regional criteria for certifying agencies that might apply to their local Boards to become affiliate sites. See Board-adopted criteria attached. Note: The WDB retains the right to change or add to these criteria and will communicate any changes within thirty days to any designated affiliates of the system.

Potential Agency Applicant Pool:

- Agencies throughout the County that have as their primary mission or as a part of their mission, employment and/or training
- Agencies that provide ancillary and support services that are more targeted and intensive in nature than what is already available at the One-Stop Career Centers and cannot reasonably be provided at the Career Centers; agencies whose community location, staffing demographics, and/or service delivery model is deemed highly effective for a specific targeted population such that accessibility for that population to jobs leading to self-sufficiency is best met from that location
- WIA-mandated partner sites when the Board deems that the applicant has sufficiently met the optimal level of delivery and integration of core services as referenced in the Workforce Investment Act; has satisfied the local Board's requirement for both cost sharing and staff participation at the One-Stop Career Centers; and the applicant has met both criteria bulleted above

The Applicant Agency may benefit from Affiliate Site status in the following ways:

- Connection to the larger network of employment and training resources available under the branding of *EASTBAY Works*
- Potential for inclusion in grants and resulting grant funding
- Enhanced visibility through the outreach and marketing efforts of the Board and its funded operations primarily at the Career Centers
- Increased visibility and connection to the business community

In designating an Affiliate Site, the Workforce Development Board anticipates the following benefits:

- Increased connection between disparate services and points of access
- Potential for more efficient leveraging of resources among publicly funded as well as private institutions
- Streamlining of referral services to better serve those seeking assistance
- Ready partnerships for additional grant development
- Access to more intensive services for those with language, cultural, and other issues including disabilities for the community of job seekers

Policy:

It is the policy of the Workforce Development Board of Contra Costa (WDB) that the following application and certification process be used for Affiliate sites:

Application and Certification Process:

Application will be initiated in writing by addressing a letter to the Executive Director of the Workforce Development Board. The letter should include the mission statement and other pertinent information regarding the direction and focus of the applicant. The letter will clarify the reasons for seeking affiliation and the benefits that such an affiliation will have on expanding and enhancing the workforce system in the County. Contact information and any support documentation should be attached.

Staff of the Board will review the application to assess the ability of the applicant to meet and adhere to the criteria adopted by the Board. The application for affiliation will then be brought before the appropriate committee and recommended to either the Executive Committee of the full Board, or the full Board, depending on whether the Board is meeting in that month.

Staff will follow-up to ensure that the certification is implemented and to initiate the dialogue between the One-Stop System Operator and the newly certified affiliate regarding any operational processes and policies.

Board Staff will ensure the following areas are clarified for all parties:

- Use of Smartware
- Protocol for referencing the relationship with the Board
- Protocol and use of Market Guidelines regarding the use of the *EASTBAY Works* name and any marketing use of the Workforce Development Board
- Referral Process

- Reporting format and timeframe

Once Certified:

- The Workforce Development Board and the Affiliate site agency will formalize their agreement, which will include submission of reports as defined in the agreement.
- The One-Stop Operator Contractor and the Affiliate site agency will formalize an agreement that clarifies processes for referral and appropriate interface to best serve the customers that utilize the broader One-Stop Career Center system as defined beyond the Career Centers themselves.

Re-certification:

Affiliate site status will be reviewed every three years. The Board staff will monitor against adopted criteria not less than once every three years and make a formal recommendation to the Board and/or appropriate committees of the Board at that time. An affiliate, once designated, may request de-certification in writing to the Executive Director of the Board at any time.

Citations:

Adopted Workforce Development Board Criteria for Affiliate sites

If you have any questions regarding this bulletin, please contact Linda Chandler at: (925) 646-5239.

Cc: Linda Palmquist, WID Regional Advisor
Wendy Therrian, EHSD Workforce Services Director