Welcome Team
Programs, Policies and Services

Indiana Department of Workforce Development Professional Development

INDIANA
WORKFORCE
DEVELOPMENT
AND ITS WorkOne CENTERS

Topics

1. The Importance of Information
2. Presenting Information 101
3. Customer Flow Policy
4. Core vs. Individualized Services
5. Assessments
6. Tips for Facilitation and Group Presentations

Is this where I'm supposed to be?

Why am I here?

Do I have to be here?

Is this really going to help me?

How long is this going to take?

What do I need to do?

What rules or requirements do I need to know about?

Up-Selling WorkOne Services

Identify what the customer wants/needs

→

Provide information and suggestions to help fulfill that want/need

→

Explain the benefits and advantages of other services that could help the customer

INFORMATION

The Power of Information

When we don't have information, we don't **know**.

When we don't know, it forces us to deal with situations and circumstances that are **unknown**, which can feel scary.

Information is power.

Accurate and up to date information can lead to increased engagement and participation.

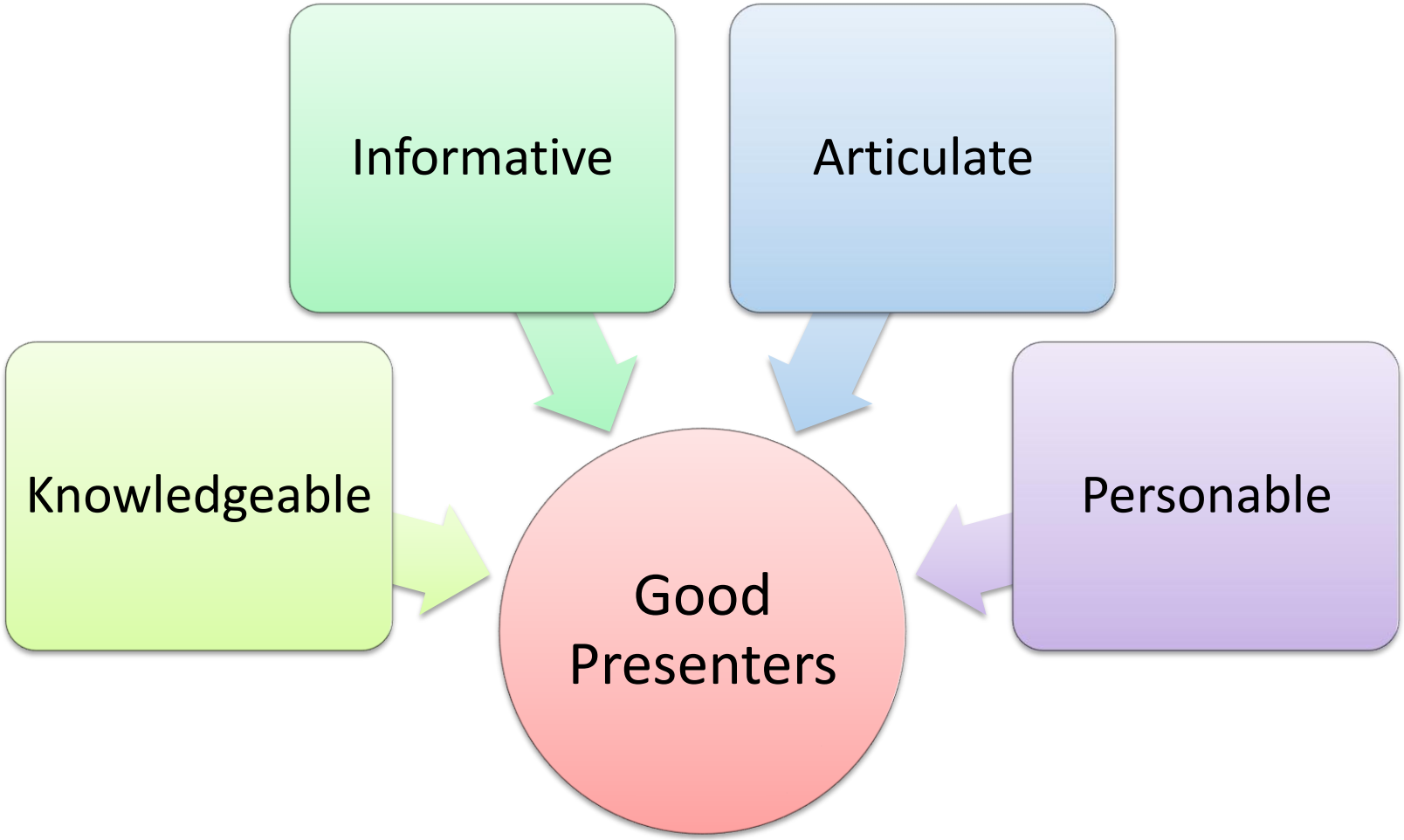
Sources of Information

Other Customers

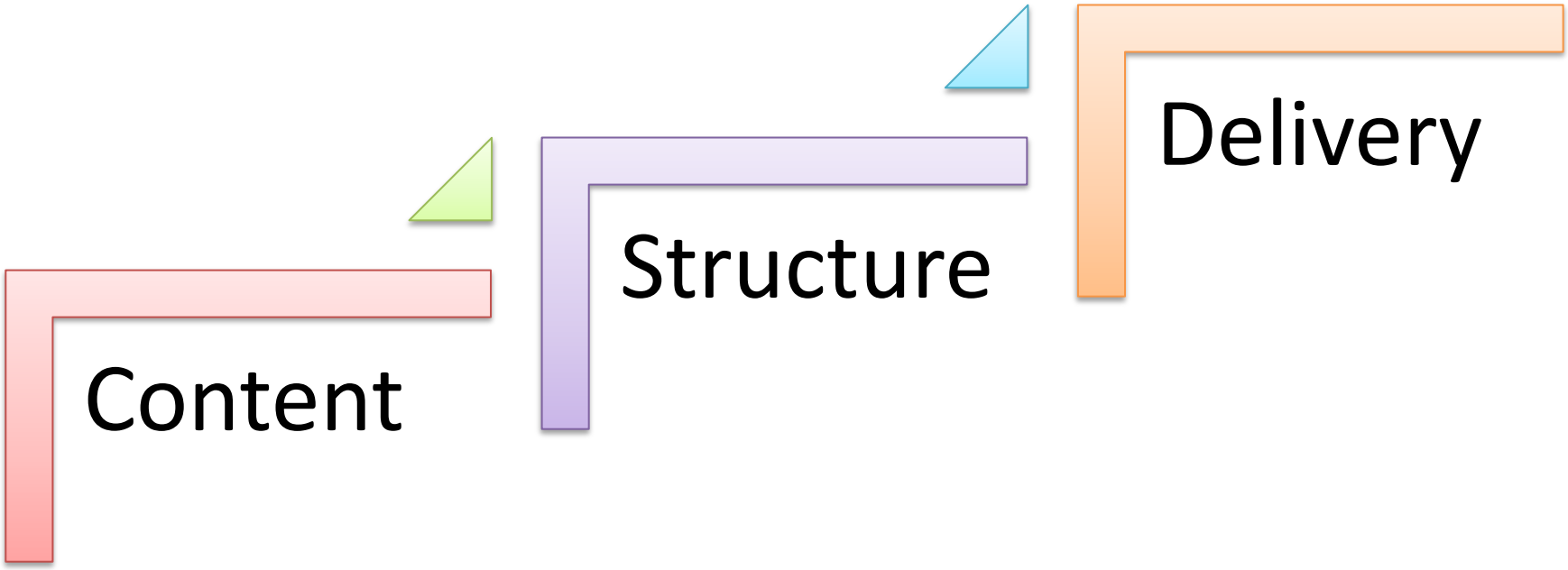
Informational Pamphlets, Posters and Literature

Staff

Presenting Information



3 Step Process



Step 1: Content

Why do they need to know this?	Is the information relevant and current?	What is the main point that I am trying to get across to the customer?	If I don't know the answer, WHO can I go to in order to get the information needed?

Step 2: Structure

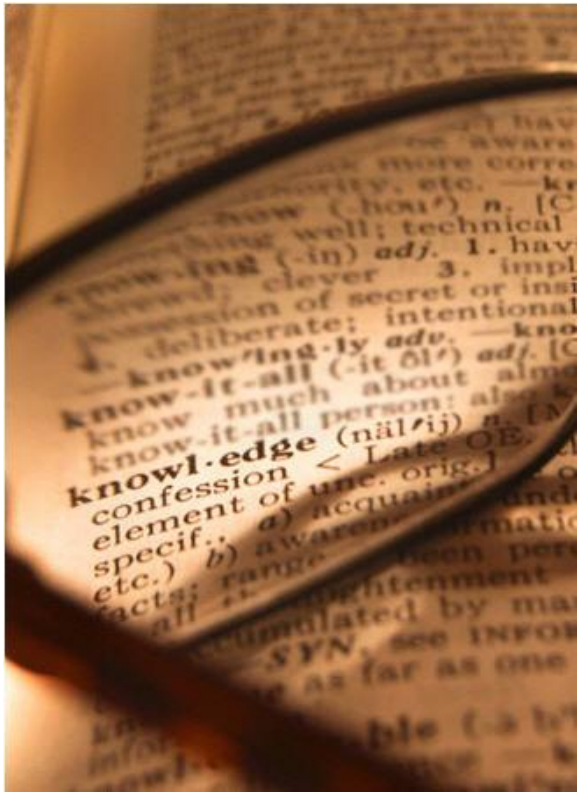
What is the most logical way to present this information? (beginning, middle, and end)	How do I present the information in a way that would make the most sense to the customer?	What additional resources should be offered to further clarify this information for the customer?

Step 3: Delivery

How can we make the information less overwhelming and more manageable?	Are there ways to engage the customer in the process of learning the information?	What can I do to help the customer remember the information I am providing them?

Establishing Content

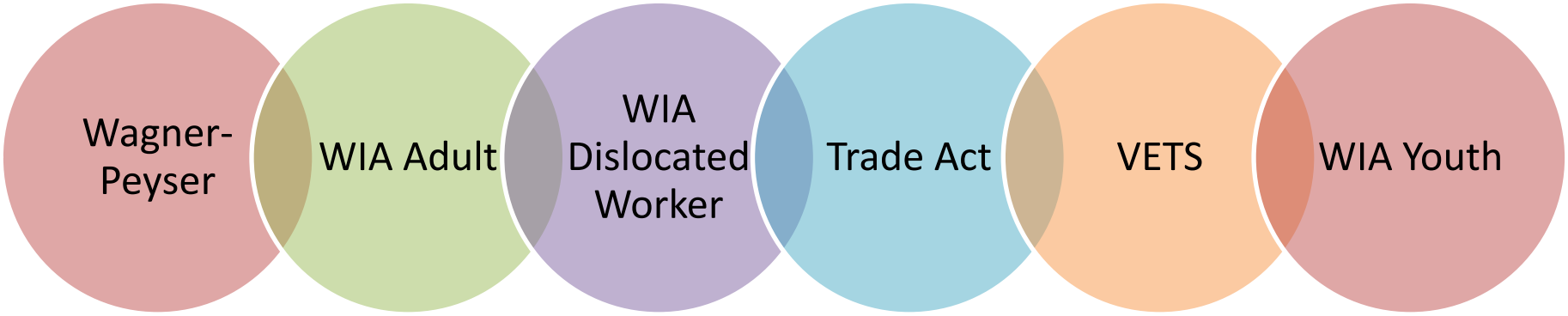
It is essential to understand WorkOne policies, programs and services that directly relate to the customer's journey.



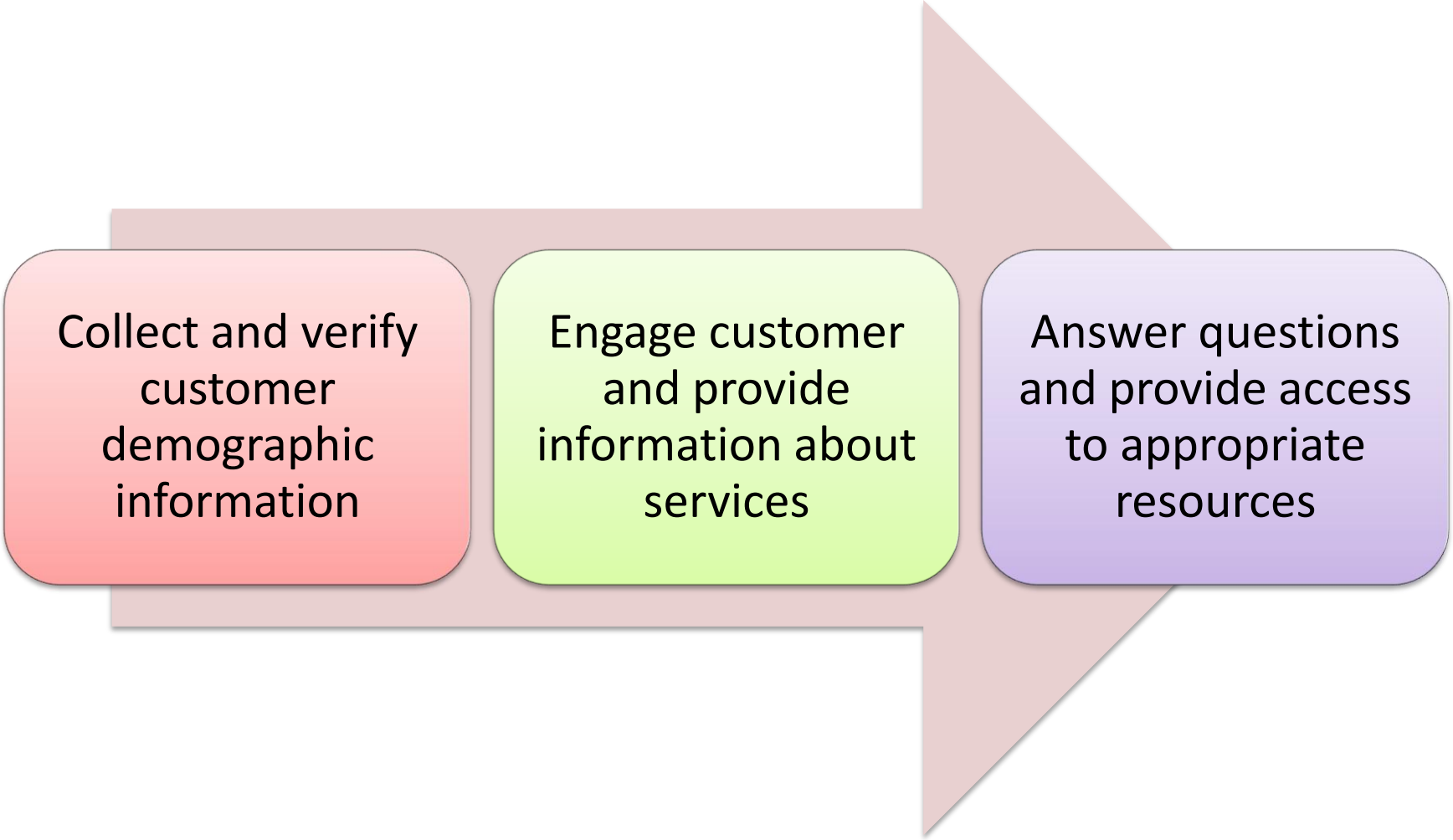
Customer Flow Policy: Integrated Customer Pool

"The intent of co-enrollment is to allow the customer to be served in the best manner possible and with whatever staff is available to provide the service…The focus should be on providing customers with the best service rather than on which funding stream is supporting the service."

DWD Policy 2010-13 p. 3

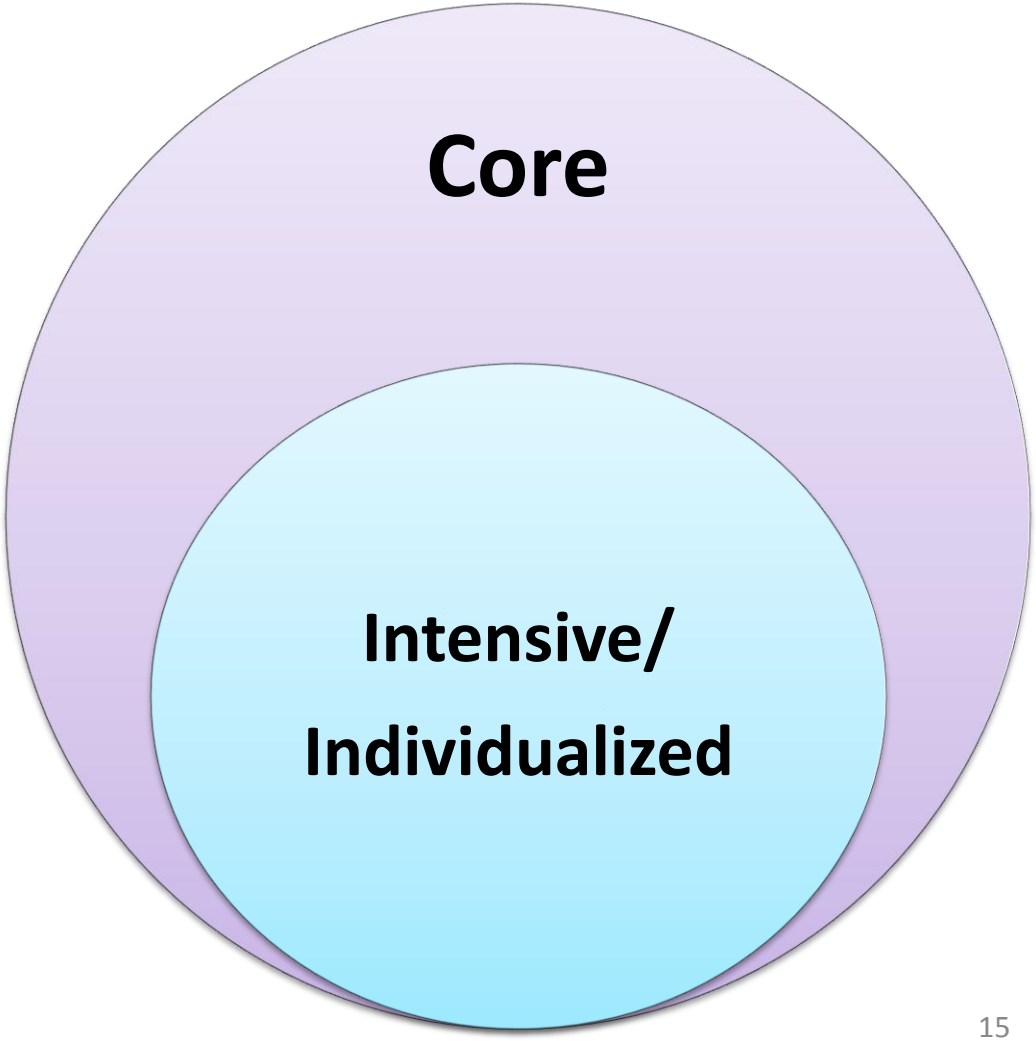


Customer Flow Policy: Initial Intake



Customer Flow Policy: Services Overview

- All WorkOne customers are offered Core Services
- Customers that need more individualized services should be encouraged to pursue those services by talking to appropriate WorkOne staff



Identifying Possible Services During Initial Intake

Open-ended questions to determine general information and customer's intent:

- How can I help you today?
- What can we do to assist you?

Close-ended questions to gather specific information needed to determine appropriate level of service:

- What is the highest level of education you completed?
- How long have you been unemployed?

Customer Flow Policy: Identifying Customers for Individualized Services

Targeted for Individualized Services

- **EDUCATION**
  Less than a High School Diploma/ GED

- **LENGTH OF UNEMPLOYMENT**
  -***Lower Unemployment*** (6.4 % or less)
  Longer than 12 weeks (3 months)

  -***High Unemployment*** (6.5% or more)
  Longer than 16 weeks

  -***Extended High Unemployment*** (6.5% or more for 6 months or longer)
  Longer than 26 weeks (6 months)

Identifying Customers for Individualized Services- Other Factors

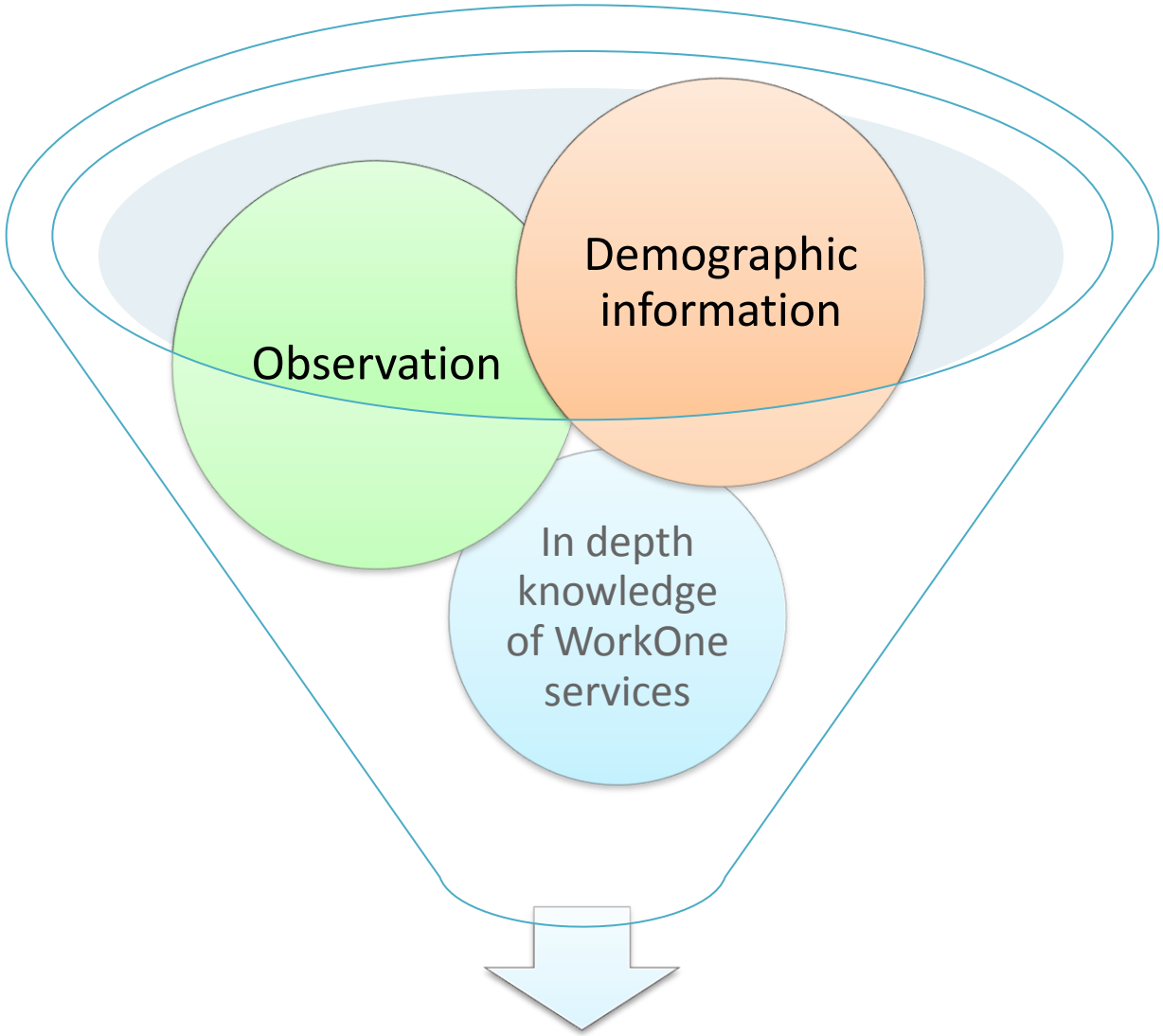
- Self-Identification
  - Customer expresses they would like to meet with staff who provide Case Management or Academic and Career Counseling services
  - Have difficulty interpreting assessment results
  - Express interest in training
- Behavioral Cues
  - Customer is having difficulty completing tasks or needs extensive help
  - Behavior indicates customer may have undisclosed barrier
- Extensive barriers
  - Discloses challenges or barriers that should be addressed
  - Customers in crisis situations

Remember!

You can only encourage or suggest a customer to explore individualized services—

you cannot force them!

It will be important to be able to present information about the benefits in a way that ensures the customer is making the best possible decision and accessing all appropriate services available.



Recommendation of Services

Initial Core Services

Orientation

Informational Packet

Core Services

Core Services are information and self-services that require limited staff interaction.

- Indiana Career Connect
- Indiana Career Explorer (ICE)
- MindLeaders
- Resources
- Workshops

Core Service Workshops

(Full Service WorkOne Centers)

- Career Interest
- Digital Literacy
- Financial Literacy
- Healthy Lifestyle
- Interviewing
- Job Search
- Resume Development
- Unemployment Insurance
- Work Readiness

“Selling” Core Services- Highlighting the Benefits

- ✓ Search for employers who are actually hiring
- ✓ Greater understanding of career interests
- ✓ Explore possible career and training options
- ✓ Improve competitive edge in the job market
- ✓ Boost valuable skills through workshops and e-based learning options
- ✓ Access to resources, information and knowledgeable staff to support your effort
- ✓ NOTHING TO LOSE! WIN/WIN!

Selling Core Services Example

Indiana Career Connect

- Access to local job opportunities
- Easy to use and search by keyword
- Tips for effective job search

Resource Room

Indiana Career Explorer

- 3 short assessments-skills, interests and values
- Tailored career exploration

Workshops

- “Sharpen competitive edge” to get noticed

Individualized Services

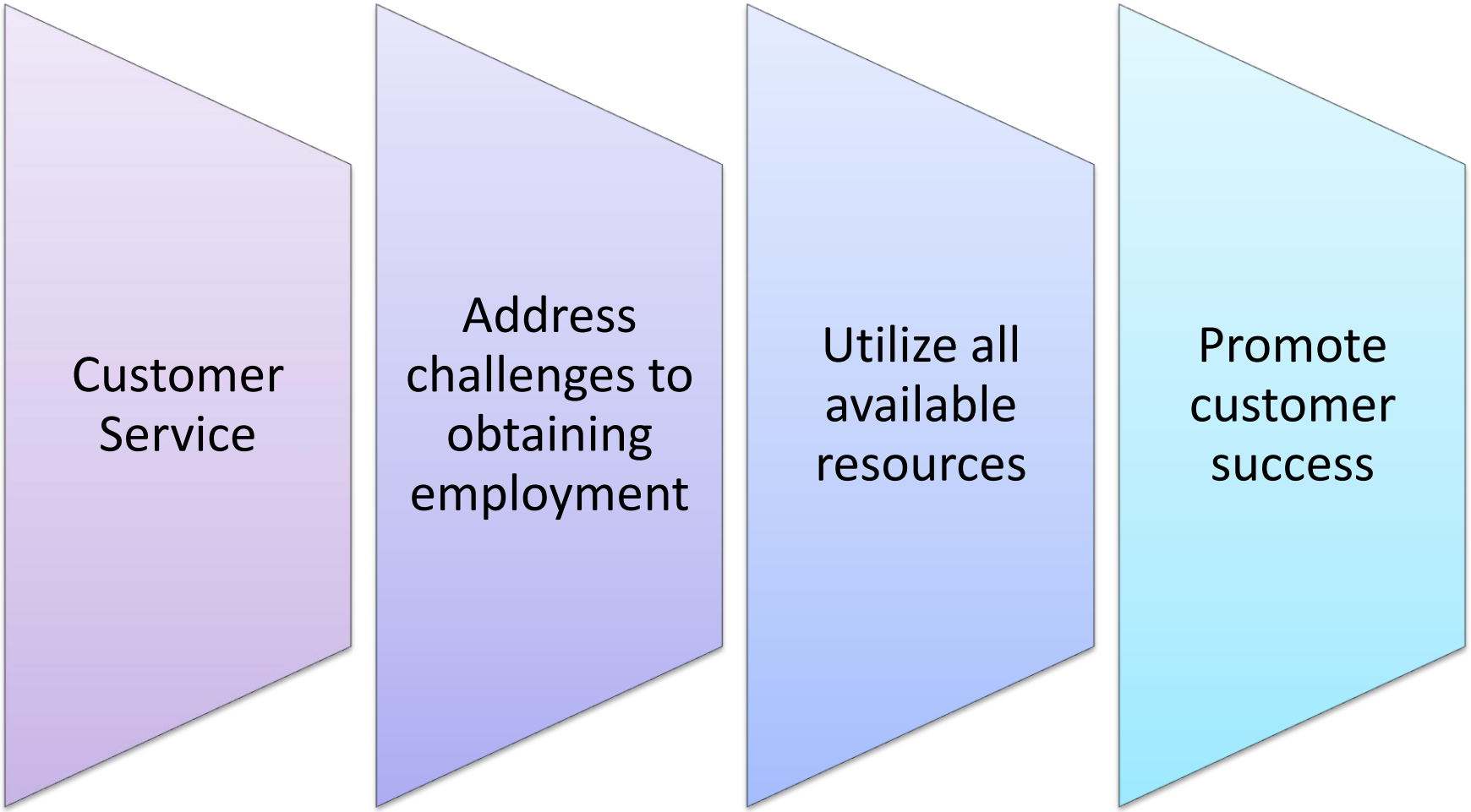
Individualized Services are services tailored to a specific individual's needs. They require a great deal of staff interaction.

- **Case Management**
- **Academic and Career Counseling**
- **Adult Education** (GED, ESL, HS Diploma and Basic Skills/Literacy)
- **TABE Assessment**
- **Occupational Skills Training**
- **GED+**
- **On-the-Job Training (OJT)**

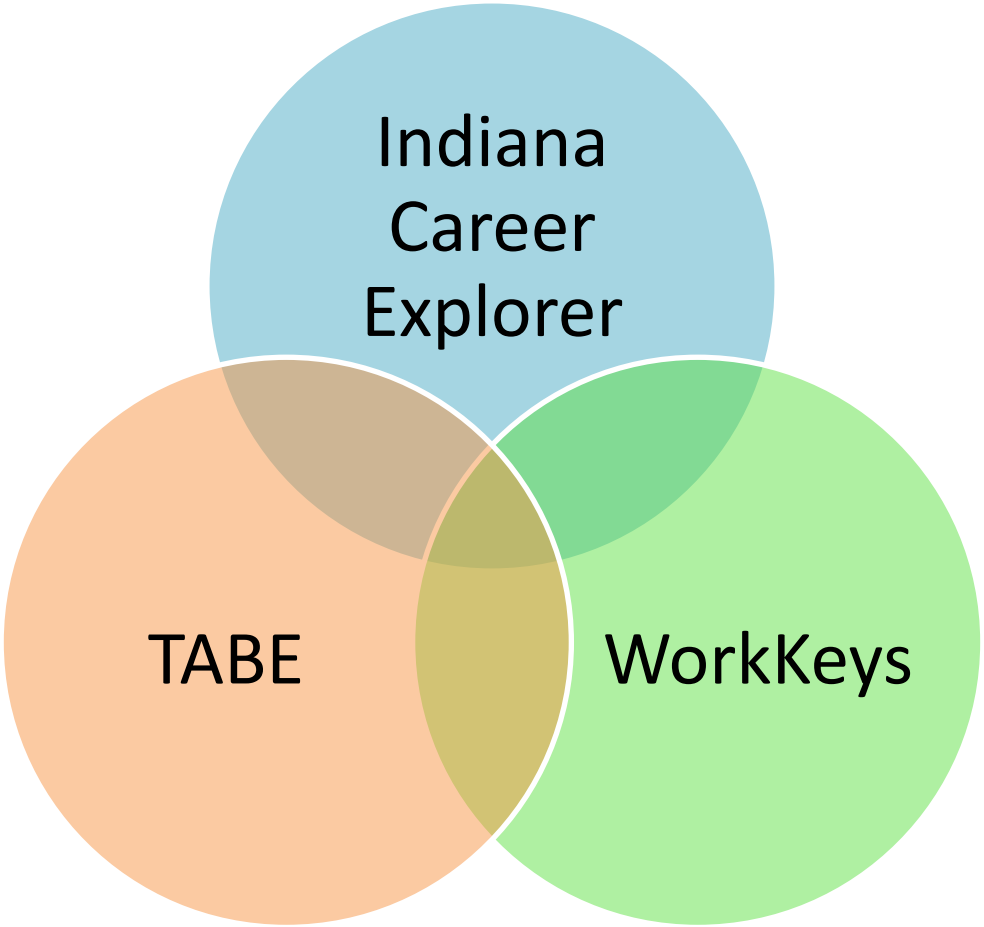
Highlighting the Benefits and Selling Individualized Services

- Individualized attention
- In-depth assessment interpretation
- Access to further assessments
- Training and education opportunities

Encouraging the Use of All WorkOne Services



Assessments



Indiana Career Explorer

ICE is a career interest, aptitudes and attitudes inventory.

- Offers Youth and Adult versions to best meet customer needs.
- Core Services Assessment

Recommended Audience:

- Any Hoosier
- Customers interested in career exploration
- Customers using self-service core activities
- Customers interested in pursing occupational or post-secondary training

Benefits of ICE

Includes 3 separate assessments and each takes about 20 minutes to complete—don't have to take them all at once!

Fun! Gives lots of insightful information and suggests career paths.

Provides options for career exploration and research.

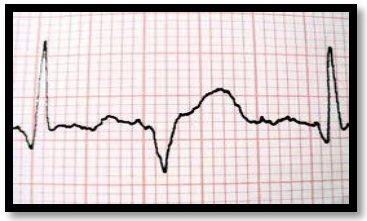
Allows customers to see different career paths if they increase their education.

Why ICE?

"You know…I don't understand why I have to take this assessment thing. I already know what job I want. Seems like a waste of time if you ask me."

- ✓Skills assessment that can help us identify specific transferrable skills that might be of value to you
- ✓Areas for additional training
- ✓Customized information about industry of choice
- ✓Career pathways

Presenting information to groups…



Presenting information to groups or facilitating workshops is similar to presenting information to individuals!

What is a Facilitator?

- Guides participants and are viewed as the “experts” in the topic they are facilitating or presenting information about
- Facilitators MUST be knowledgeable about the topic and comfortable with fielding questions
- A coordinator and organizer of small groups
- Ensures everyone is participating and staying on task
- Facilitators must be able to develop mutual respect among the group to maximize participation

Tips for Facilitating Information
Prepare
Stick to the point
Visuals, handouts, resources
Keep participants active
Allow time for questions/ discussion
Ask participants questions

Things presenters should NOT do…

Downplay people's ideas

Dominate the group

Say "ummm" or "ahhh" too much

Read word for word from written material

Make up an answer to a question they don't know

Allow people to bully others in the group

Tell too much about his/her personal experience and life

Make assumptions based on stereotypes or commit the Fundamental Attribution Error

Conclusion

Whether providing information to individuals or groups, it is the Welcome Team's responsibility to know enough information to educate customers on WorkOne services and programs, encourage customers to take advantage of the services offered, and make them feel comfortable and welcome in the process.

Welcome Team Day-Long Workshop

What you need to know!

- All of the information covered in the webinars will be incorporated into the workshops—study up and be ready to apply the information!
- Workshops are activity-based and hands-on—be prepared to participate!
- The workshop is a great time to clarify anything that seemed confusing during the webinars or explore topics you found of particular interest—we are here to help!

Questions

Resources

- DWD Policy Website

  http://www.in.gov/dwd/2482.htm

- DWD Professional Development Website

  http://in.gov/dwd/WorkOneProfessionalDevelopment.htm