



Welcome to Workforce

Integrated Services Delivery (ISD) *Foundation & Basic Information*

In February 2013, the Division of Workforce Solutions and the local Workforce Development Boards made an intentional decision to embrace a model of fully integrated services delivery in the state's NCWorks Career Centers. This decision was made with the combined goals of enhancing service to customers, both job seekers and businesses, and maximizing resources.

The primary tenets of ISD were established as:

- Move beyond co-location to fully integrated services delivery.
- Establish an integrated customer flow within the services of the centers.
- Use an integrated staff working in functional teams rather than agency silos.
- Adopt functional leadership rather than top-down agency leadership in career center operations.
- Focus on both the acquisition of skills and the attainment of jobs for customers.
- Enhance the level of services offered to employers.

Definitions *(Revised March 2018 to reflect the new federal law)*

Integrated Services Delivery: This service delivery model focuses on customer service and is organized around services to customers, not discrete programs offered in silos. It is a system in which WIOA Title I Adult and Dislocated Worker programs and the Title III Wagner-Peyser Employment Services program are the operational backbone of Career Centers. Centers will employ integrated staffing and technology to generate an integrated customer pool and flow. This system is focused on offering value-added, staff-assisted services at Career Centers which are continuously promoted and provided until the customer's goal has been achieved.

Integrated Staffing: Career Center staff is organized by function, not by program or employer (funding source), with the purpose of serving customers efficiently and effectively. Staff organized by function is cross-trained so that all center staff has the capacity to serve all customers and is knowledgeable about all services the center offers. Integrated staffing is a team-based approach that results in streamlined and seamless service delivery.



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Integrated Customer Pool: Career Center customers (when eligibility permits) are enrolled in the WIOA Title III Wagner-Peyser Employment Services program during the first visit to a Career Center and then into WIOA Title I Adult program as appropriate. In addition, all Trade Adjustment Act (TAA) customers are also enrolled in the WIOA Title I Dislocated Worker program.

Integrated Customer Flow: The systematic customer flow responds to customer needs, not only to program requirements. Integrated customer flow includes four major functions found within a Career Center that comprise customer welcome, skill development, employment services, and employer services. These customer flow functions will be fulfilled by integrated, cross-trained staff. The Career Center customer flow will include a first-visit, standardized initial skills assessment, easy access to a wide range of skill development services, and the opportunity to improve employment opportunities through skill upgrading, skill validation, and credentialing.

Integrated Technology: Critical to success is a web-based system that promotes an integrated customer pool and accommodates integrated services delivery. This system provides workforce development services to job seekers and employers, as well as efficient program and client management/participant tracking used by staff. It is in this system where all Career Center customers (when eligibility permits) are enrolled in both the WIOA Title I Adult program and WIOA Title III Wagner-Peyser Employment Services program; and all Trade Adjustment Act (TAA) customers are enrolled in the WIOA Title I Dislocated Worker program.

Product Box: The product box refers to the comprehensive list of programs and services provided by a Career Center. A center's product box should include any number of "products" related to job placement assistance and job readiness activities, skill development services, occupational training that leads to a credential, and work-based learning. Services should be demand-driven, value-added, and ever-changing.



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Integrated Services Delivery (ISD) 2.0

A New Look at ISD in 2018

The basic foundation for ISD remains as outlined in 2013, with some minor adjustments as the law regulating federal programs has changed and as local processes have been revised to best meet local need.

The four enhancement tenets in focus now are:

- The Customer Experience
- Communication
- Staff Development and Training
- Shared Performance and Accountability

More detailed information on ISD 2.0 is available in Part 3 of *Welcome to Workforce*.

