



Welcome to Workforce

The following information was included in a 2013 DWS white paper on certification of NC's career centers. The description and definitions for Integrated Services Delivery are still applicable. This information has been updated to refer to WIOA rather than the previous law (WIA).

Integrated Services Delivery

The Division of Workforce Solutions implements a state-wide, integrated services delivery approach to better serve the state's citizens and businesses by responding to customer needs. This approach is described in *A Framework for Re-Engineering North Carolina's Workforce Delivery System*. It is the commission's expectation that all certified centers adhere to this approach.

Definitions

Integrated services delivery: This model focuses on customer service and is organized around services to customers, not discrete programs offered in silos. In North Carolina, it is a system in which WIOA Title I Adult and Dislocated Worker programs and the Wagner-Peyser Employment Services program are the operational backbone of Career Centers. Centers implementing this system deploy integrated staffing and utilize integrated technology to generate an integrated customer pool and customer flow.

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.

Integrated technology: This refers to a single, web-based system that provides job matching services to job seekers and employers, as well as program and client management/participant tracking used by staff. It is this web-based system that helps achieve an **integrated customer pool**, where all customers (when eligibility permits) are enrolled in both the WIOA Title I Adult program and Wagner-Peyser program; and all Trade Adjustment Act customers are enrolled in the WIOA Title I Dislocated Worker program.



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Integrated customer flow: The customer flow responds to customer need, not just to program requirements. Integrated customer flow refers to four major functions found at 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 Customer Pool: Career Center customers (when eligibility permits) are enrolled in both the WIOA Title I Adult program and Wagner-Peyser program during the first visit to a Career Center. In addition, all Trade Adjustment Act customers are also enrolled in the WIOA Title I Dislocated Worker program.

Integrated Technology: The Centers use 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.

Product Box: This term refers to the 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 and value-added.