

2003 NATIONAL CUSTOMER SERVICE AWARDS PROGRAM

Nomination Entry Form

*An electronic version of this form is available on www.WorkforceATM.org
http://www.WorkforceATM.org/subject.cfm?results_sub_id=37*

I. IDENTIFICATION INFORMATION

State Workforce Agency: Florida Agency for Workforce Innovation

Name of State Contact: Rebecca Rust,

Title: Process Manager

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Name or signature of State Administrator approving the nomination:

II. GENERAL INFORMATION

Name of Program/Project Nominated: Customized Local Labor Market Information Website for A Regional Board

Nomination Category

(Check only one. Use a separate form for each nomination entered.)

Innovation – Architect of Change

Collaboration – Pyramid

Tools and Technology – Compass

Professional Development/Capacity Building – Building a World-Class Workforce

Excellence in Serving Business – Prism

Month/Year Initiated: July 2002

Is the nomination for: statewide program? local program?

If local, please provide the name of the locality:

III. RESOURCES

Total Start-Up Costs:	Direct: <u>\$10,000</u>	Fund Source(s): <u>1-Stop LMI Grant</u>
	Indirect: _____	
Total On-going Annual Costs:	Direct: <u>\$10,000</u>	Fund Source(s): <u>1-Stop LMI Grant</u>
	Indirect: _____	

If the project is receiving other non-financial support from public or private partners, please identify the organization and describe the type of support.

IV. SYNOPSIS (Narrative Section)

Attach a brief synopsis (**no more than one page - 12 pt. type**) including:

- a. The basic service(s) provided by the nominated program/project.
- b. The outstanding accomplishments/successes.
- c. The reason(s) the nomination should be considered for a national award.

V. CRITERIA INFORMATION (Narrative Section)

Attach responses to each of the four criteria information requested below (V. a, b, c, and d). This section must not exceed four pages (12 pt. type) in total.

- a. Project Basis
- b. Project Operation
- c. Use of Award Funds
- d. Project Results

Florida

Customized Local Labor Market Information Website for a Regional Workforce Board

Synopsis

The Florida Agency for Workforce Innovation, Labor Market Statistics Program (LMS) worked with the Broward County workforce development board, Workforce One, to develop and maintain a local labor market information website. LMS and Workforce One collaborated closely to develop the type of information that met local information needs.

The design of the website is focused upon the need ability to quickly access the most common information requested by employers and job seekers. This led to the joint development of Frequently Asked Questions (FAQs) that guide the employer or the job seeker to the labor market information data that they need. The results of a special vacancy survey conducted for the workforce board were included as part of the frequently asked questions.

The labor market information Internet website, www.workforceone.labormarketinfo.com, provides economic, employment, and educational information to the business community, jobseekers, career counselors, students, policy makers, analysts, workforce development partners and others. The site is designed to give users access to the local, state, and national labor market, and economic information and employment resources without the limitations of time or location through links to many data sources.

This effort is part of the LMS commitment to support local Workforce Development Boards and allow business owners and jobseekers to make informed decisions based on high-quality information.

Project Basis

The project team worked closely with the Broward County Workforce One administration and staff to solicit input into the development of the Workforce One Labor Market Information Website. This project proved the value of working closely with a regional board to produce a product that met the need for improved access to local workforce, economic, and career information. The website was built incorporating unique and innovative ideas of the project team.

The goal of the Workforce One Project team was to develop a leading-edge website that:

- Provides easier access to local workforce, economic and career information;
- Increases customer satisfaction with Workforce One's services;
- Increases efficiency by allowing customers to help themselves while freeing staff to provide in-depth analysis to those customers that need it;
- Includes linkages to other sources of information;
- Provides one-stop access to the wealth of labor market information available through the Agency for Workforce Innovation, Labor Market Statistics.

Project Operations

Based on feedback and requests from customers, LMS has continually worked to improve access to local labor market information. Improvements to its own website and to publication of LMS data in both electronic and paper format have been driven by the desire to support local workforce development efforts. Based upon a request from The Broward County workforce development board, Workforce One, LMS led a joint workgroup to develop an Internet website for the region.

The Workforce One/LMS joint design team regularly met to apply their skills and best practices to the website design. Two major innovations came from this collaboration. First, a list of Frequently Asked Questions (FAQs) was developed that help format the design of the website. This allowed the design team to concentrate on providing specific information needed by regional employers and job seekers. Second, a vacancy survey was conducted for the region and the results were incorporated into the information posted on the website.

As improvements in hardware, operating system, database, software and web server technology have become available, LMS applied them to the project to provide Workforce One with innovative and secure solutions as well as access to labor market information.

The Workforce One website will continue to evolve and change to meet the needs and desires of the Broward County workforce development community. Improvements to the site will be based on requests and suggestions from educators, students, business operators, researchers and other customers.

The FAQs on the Workforce One website allow customers to access local information that is pertinent to their needs without having to sift through unwanted and unneeded information. For example, the website provides easy access to Broward County employment projections, wage information, industries of employment, occupations with similar skills, and current job openings. Information from a special vacancy survey is included that displays data on benefits provided by local employers.

The Workforce One website was the first Internet-based local labor market information website design specifically for a Regional Workforce Board. There are several other sites that now deliver state specific or national workforce and economic information; however, the Workforce One website is still unique because of its development by a state labor market information office to meet a specific local need for information. The extent and accuracy of the local information available on the Workforce One site is unequalled by any other similar workforce information tool.

Use of Award Funds

Funds received as the result of this award will be used to expand the project to additional Workforce Regions. Training will also be offered to staff in maintenance of the website and analysis of labor market information

If granted a \$25,000 award, the Agency for Workforce Innovation will partner with an additional five Workforce Regions to develop local websites during the following twelve months. The agency will also develop training sessions for local staff.

If awarded \$5,000, the agency will work with one additional region to jointly develop a local website.

	Summary Budget	
<u>\$25,000 Award</u>		<u>\$5,000 Award</u>
Travel Expenses	\$ 7,000	\$2,000

Equipment	\$ 7,000	\$1,000
Web Development Expenses	\$11,000	\$2,000
Total	\$25,000	\$5,000

Project Results

If the increase in the number of satisfied customers using Workforce One's services can be used as a measure of success, this project has helped the local workforce board's lead the state in meeting customers' needs. Currently, Workforce One leads all other workforce boards in Florida in the percentage of satisfied customers. Prior to the inception of this project, Workforce One's average rank was sixth out of 24 workforce boards. The Workforce One labor market information website was an integral part of the boards overall customer satisfaction improvement strategy and has been cited for its ease of use in the monthly Florida customer satisfaction survey.

Directions for the
2003 NATIONAL CUSTOMER SERVICE AWARDS PROGRAM
Nomination Entry Form

***An electronic version of the form is available on the Workforce ATM at:
http://www.WorkforceATM.org/subject.cfm?results_sub_id=37***

Please complete every section as directed. Do not leave any space blank; if the field does not apply to your entry, please indicate with "n/a." (This nomination form may be transferred to word processing, with field names included and directions deleted.)

The following directions accompany each item as indicated, and are included only if that item is not self-explanatory.

I. IDENTIFICATION INFORMATION

(Self explanatory)

II. GENERAL INFORMATION

- Nomination Category
Check only one. Use a separate form for each category entered.
- Month/Year Initiated:
If project nominated is more than one year old, results and activities from the most recent year should be highlighted in the criteria section.

III. RESOURCES

(Self explanatory)

IV. SYNOPSIS

For the narrative sections (IV. and V.), the following instructions apply:

- a. The minimum type size to be used is 12 pt.
- b. Please number the pages in your nomination.
- c. Instructions do not have to be repeated in your entry (if you are creating a new form) but each section should be clearly marked so that judges can easily follow the nomination form format.

V. CRITERIA INFORMATION

a. Project Basis

What was the original customer-driven basis for developing the project, and what were the objectives/goals? In other words, why was this project undertaken? Scoring is based on the degree to which the project developed from customer (internal and/or external customers) input or feedback that demonstrated a specific problem or need, and the degree to which goals for the project directly relate to this customer input. **(20 points)**

b. Project Operation

How was the project developed and operated so that customer input was integrated? Scoring is based on the degree to which the project was developed and is operated to meet customer needs. For example, was the project developed involving customers and/or a cross-section of staff having the most direct contact with customers? **(25 points)**

c. Use of Award Funds

If selected as a winner, how would the award monies be utilized to build and expand the objectives of the project? What will be done to share information about the project and to assist others to initiate a similar project in their area?

Scoring is based on innovative use of funds and how the funds will be used to expand or build upon the original project, or assist others to replicate this project.

This section needs to be in narrative format. This section must also include a brief budget outlining how \$25,000 would be expended if the award is granted to your agency, adaptable to \$5,000, if an Honorable Mention is granted. **(5 points)**

d. Project Results

The balance of 50 points is based on a combination of category-specific criteria, and the results of the program/project (see below). Points are awarded for results based on meeting a customer definition of quality and customer satisfaction indicators. This also includes: demonstrating that original objectives have been met or exceeded; measurable performance indicators; customer and/or staff feedback; and any other outcomes. **(50 points)**

1. The Architect of Change: Innovation in Customer Service **(50 points)**

Scoring is based on the creativity and innovation of the project. This may include: a new idea; or providing a core service in a totally new way; reducing "process" while increasing outcomes; or reaching a new customer group for example. If similar projects/programs exist (in other states, for example), it is very important to distinguish your entry from other similar projects in order to demonstrate the "innovation."

2. The Pyramid Prize: Collaboration for Improved Customer Services **(50 points)**

Points are awarded based on the extent to which the collaboration involves coordinated/merged systems and processes (versus just co-location, for example); reflects one-stop customer service philosophy; the range of mandatory and voluntary partners and the degree of their participation.

3. The Compass Award: Leading Tools and Technology **(50 points)**

Criteria for scoring includes contribution to the development of new services; increasing access to information for customers; improved efficiencies for service delivery; time-saving automation; or other tools that improve customer services. If similar projects/programs exist (in other states, for example), it is very important to distinguish your entry from those other similar projects.

4. **Building A World-Class Workforce Award: Professional Development/Capacity Building (50 points)**

Scoring is based on the impact of the professional development/capacity building project as demonstrated in the nomination entry. This category may include: leadership; training; a customer focused reorganization; staff involvement and empowerment; effecting a cultural change -- any area of professional development or building the capacity of staff to deliver quality customer services. If similar projects/programs exist (in other states, for example), it is very important to distinguish your entry from these other similar projects.

5. **Prism Award: Excellence in Serving Business (50 points)**

Criteria for scoring include description of strategies undertaken to increase market share of business customers using services; new products and/or services developed that meet customer needs; increased partnering with businesses to affect improved workforce development; process improvements that improve service delivery (such as reduced list-to-hire cycle times, reduced referral-to-hire ratios) targeted industry sector initiatives; and more. Examples of activities that may be nominated for this award include:

- ❑ Exemplary examples of One-Stop integration of services to business customers.
- ❑ A significant, measurable increase in number of businesses served as a result of outreach and education efforts with the business community.
- ❑ Measurably successful workforce development strategies designed specifically in response to business input through such means as focus groups or other methods of employer outreach and communication.
- ❑ Business service delivery strategies targeted at serving high growth industries or other industry specific workforce development strategies that are planned and executed with business leadership and/or partnership.