

Region VI AJC Partner Network Service Delivery Model: The Customer Journey

The partners of the Region VI American Job Center Partner network are committed to implementing a customer-centered service delivery model. This approach is designed to eliminate fragmented, program-specific processes and instead establish a seamless, integrated workforce system that is accessible and easy to navigate for all customers, including job seekers and employers.

Our goal is to ensure that every individual experiences a coordinated, efficient, and supportive pathway to employment and training services.

4.1 How Customers Enter the System

The Region VI partner network adopts a “No Wrong Door” policy, ensuring customers are connected to the full system regardless of their entry point. The American Job Centers have resources for partners, in addition to other local services in the area.

Customers may access services through:

- **In-Person Access:** Visiting an American Job Center (AJC) or any partner agency location in the Region VI Service Area, which are in the following locations:

- 320-416 Adams Street, Fairmont, WV
- 1023 N. Randolph Avenue, Elkins, WV
- 153 W. Main St., Clarksburg, WV
- 40 Commerce Drive, Morgantown, WV

- **Virtual Access:** Customers can access labor market information, regional job information, approved training information, and WIOA partner information at either of the two following websites: the **Region VI Workforce Development Board** (<https://regionviwv.org/>) or **WorkForce West Virginia** (<https://workforcewv.org/>). Links to the Region VI AJC Partners' respective websites can be found at (<https://regionviwv.org/american-job-centers/partners/>)

These platforms provide a comprehensive suite of resources for both job seekers and businesses in the 13-county North Central West Virginia region.

Key Resources Available Online:

- **Labor Market Information:** Access data on regional employment trends, high-demand occupations, and economic indicators.

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- **Career Services:** Find assistance with job searches, resume building, and career counseling through the American Job Center (AJC) network.
- **Training & Education:** Information on WIOA-funded training programs, provider eligibility, and skill-building workshops.
- **Partner Network:** Direct links to regional partners, including Adult Education, Vocational Rehabilitation, and various community action agencies.
- **Business Services:** Resources for employers regarding recruitment, training reimbursement, and labor law compliance.

Self-registration on the WorkForce West Virginia website is a critical step for job seekers to gain full access to the state's labor exchange system, known as the **Mid-Atlantic Career Consortium (MACC)**.

By creating an account, customers transition from passive browsing to active recruitment, allowing the system and local staff to match their specific skills with open positions.

QR codes are provided to allow quick access to the Region VI AJC Partner Network Facebook Page in order to access current events and resources available in the Region VI service area.

• **Partner Referrals (Warm Handoffs):** To maintain high standards of customer service and program integrity, the following protocols are in place:

- **The Partner Resource Guide:** A comprehensive directory used by staff to match a customer's specific barriers (such as transportation, childcare, or specialized training needs) with the appropriate regional service provider.
- **The AJC Partner Referral Form:** This document serves as the formal mechanism for a "warm handoff." It ensures that the receiving agency has the necessary context to assist the customer immediately, reducing the need for the individual to repeat their story multiple times.
- **The One-Stop Coordinator's Role:** Acting as the central hub for the network, the Coordinator monitors the referral "flow." This oversight includes:
 - **Tracking:** Verifying that the referral was received and acted upon.
 - **Closing the Loop:** Following up with both the customer and the partner agency to confirm that the identified needs were addressed.
 - **Data Integrity:** Ensuring that referral outcomes are documented for regional performance reporting.

- **Outreach & Engagement:** Region VI’s outreach strategy effectively bridges the gap for rural residents in North Central West Virginia, ensuring that geographic isolation or lack of transportation does not become a barrier to economic opportunity. By prioritizing "meeting residents where they are," the **Region VI AJC Partner Network** strengthens the connection between federal resources and the local workforce.

Key Outreach Pillars:

1. Mobile AJC Events & Rural Access

- **The Mobile Unit Concept:** Partner agencies collaborate to host events in community hubs in the most remote areas. Partners (Youth, Rehab, Veterans, etc.) utilize a "shared table" model, ensuring a customer can receive a holistic assessment of available services in a single visit.
- **Targeted Distribution:** Partner brochures are strategically placed in high-traffic, specialized locations to reach those most in need:
 - **Justice-Involved:** Day Report Centers and Drug Court Counselors.
 - **Housing Disruption:** Homeless shelters and regional housing agencies.

2. Digital Access & Regional Coordination

- **The Virtual Hub:** The [Region VI Workforce Development Board website](#) serves as the 24/7 digital front door, hosting direct links to all WIOA partners and localized resource guides.
- **Continuous Updates:** The site provides real-time information on regional news, success stories, labor market data, and upcoming regional events.

3. Rapid Response for Dislocated Workers

- **Emergency Deployment:** When a major layoff or plant closing occurs, the **Rapid Response Team** mobilizes to provide immediate on-site assistance.

4.2 The Welcome Experience

All individuals will be served as customers of the entire workforce system, rather than a single program.

- **Initial Greeting & Triage:** All Region VI AJC Partner staff will promptly assess customer needs and provide appropriate directions. The Region VI American Job Center Needs Assessment/Intake Form enables individuals seeking assistance to identify and select from a wide range of services offered by partner agencies. This paper assessment provides a clear snapshot of participant needs and facilitates effective referrals to the appropriate partner for service delivery.

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- **Universal Access:** Customers may access available resources without eligibility requirements. All individuals are encouraged to utilize computer stations for activities such as job searches, virtual interviews, and enrollment in programs such as MACC. Additionally, information is regularly updated on the Region VI website and Facebook page to support both partners and customers seeking services or additional information.
- **System Orientation:** Customers will receive a comprehensive overview of all partner services. An up-to-date resource binder is available both online and at each American Job Center partner location. Additional materials and resources tailored to specific populations, including veterans, parents and youth, are also accessible at AJCs.

4.3 Getting Started (Intake & Assessment)

- **Common Intake Process:** A standardized intake form is utilized across all partner organizations. All partners have access to and maintain copies of the Needs Assessment/Intake Form. The Needs Assessment/Intake form captures immediate needs—such as housing, food, and other supportive services—as well as educational and employment-related assistance requirements. The use of a common referral form is strongly encouraged by Region VI to promote a streamlined and consistent process among partner agencies.

Although the **Mid-Atlantic Career Consortium (MACC)** serves as the central data backbone for the West Virginia workforce system, its full integration as a "common database" is currently limited to three primary WIOA partners. While all partners in the Region VI AJC Network are encouraged to enter basic profile data and job openings into the MACC to the extent that access is available, the primary entities that utilize it for comprehensive case management and daily operations are:

1. **WorkForce West Virginia (WFWV):** Managed primarily for Title I (Adult, Dislocated Worker, and Youth) and Title III (Wagner-Peyser Act) programs.
2. **West Virginia Division of Rehabilitation Services (WVDRS):** Utilized by ESS staff to track employer contacts, job openings, and vocational rehabilitation outcomes.
3. **Unemployment Insurance (UI):** Integration for tracking work search requirements and claimant registration as part of the Jobs and Reemployment Act.

By centralizing work history, certifications, and skills for these three partners, the system reduces the need for customers to re-enter core information when transitioning between these specific services. Staff from these agencies can see a unified view of the customer's progress, avoiding duplication of services and ensuring that training investments are aligned with the customer's documented goals. Since other required partners (such as Adult Education or Community Action agencies) may use separate, specialized databases, the **AJC Partner Referral Form** and the **One-Stop Coordinator** become the essential "human bridges" that connect the MACC data to those external systems.

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- **Minimizing Duplication:** Partners collaborate and share information, as appropriate, to reduce redundant data collection and avoid repeated questioning. The One-Stop Operator maintains ongoing communication with partner agencies to ensure a coordinated approach and a clear point of contact for services provided through the American Job Center.

4.4 Flexible Service Flow

- **Customer-Driven Services:** Services are tailored to meet individual customer needs. Through direct engagement and completion of the intake form, partners identify barriers and align services accordingly. The intake form serves as an effective tool for determining which organizations are best equipped to address specific needs and challenges. This approach ensures that the services provided are dictated by the customer's specific career goals and barriers, rather than forcing every individual into a pre-set "one-size-fits-all" track. Customers are not just told what to do; they are provided with **Labor Market Information (LMI)** and performance data on training providers. This allows them to make data-driven decisions about their own career pathways in sectors like healthcare, manufacturing, or professional services.

- **Seamless Movement Between Service Levels:** Customers are supported through a coordinated system that allows smooth transitions between services. Partners are regularly asked to update their organization's contact information to ensure accurate and current guidance for both staff and clients. This enables effective collaboration among partners to determine and deliver the most impactful services.

- **Braided Funding from Multiple Partners:** Braiding allows the board to "fill the gaps" that a single funding source cannot cover. Common scenarios include:

- **Training + Supportive Services:** WIOA Title I Adult funds might pay for a customer's CDL training tuition, while a partner agency (like SNAP E&T) uses its own grant to pay for transportation reimbursement.
- **Youth Co-Enrollment:** A young adult might be co-enrolled in WIOA Youth (for leadership development) and WIOA Adult for classroom training, with each program paying for its specific component of the overall plan.
- **Rapid Response + Training:** During a plant closing, Rapid Response funds are used for initial orientations, while Dislocated Worker funds are braided in to pay for long-term retraining for those who cannot find immediate employment.

Additionally, through the execution of a Memorandum of Understanding (MOU) with the Region VI Workforce Development Board, partners agree to share costs in accordance with the Infrastructure Funding Agreement. This collaborative funding approach supports the resources and services necessary to help participants achieve greater self-sufficiency and independence. Shared and infrastructure costs are clearly outlined in invoices provided to partners, including detailed examples of associated expenses.

- **Ongoing Coordination Between Staff:** Continuous coordination is maintained through active participation in partner subcommittees, quarterly partner meetings, cross-training opportunities, and engagement with Family Resource Networks. These efforts strengthen collaboration and enhance the ability to effectively serve individuals within the community.

4.5 Co-Enrollment

- **Co-Enrollment as a Standard Practice When Eligible:**

Participants are co-enrolled in multiple programs and services whenever eligibility criteria are met. Engagement at an American Job Center often results in co-enrollment to ensure comprehensive service delivery. The Needs Assessment/Intake Form supports this process by identifying customer needs and aligning them with the appropriate partner organizations.

- **Integrated Case Management:**

Case management is coordinated through the Workforce West Virginia MACC system for all participants enrolled in services. Relevant information is captured and entered into the system to ensure all partners have access to current updates and can effectively monitor participant progress.

- **Standardized Referral Processes:**

The use of the Needs Assessment/Intake Form is encouraged across all partner organizations to standardize referral procedures. This approach promotes consistency, enhances coordination, and ensures that customer needs are fully identified and addressed through a seamless referral process.

4.6 Who We Serve First (Priority of Service)

In Region VI, identifying and serving priority populations is not just a regulatory requirement; it is a strategic commitment to ensure that those with the greatest barriers to employment receive immediate and intensive support. By moving these individuals to the "front of the line," the Region VI AJC Network ensures that limited training dollars and staff time are directed where they can have the most significant impact.

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Under WIOA, **Priority of Service** must be implemented for the Adult program at all times, regardless of the level of available funding.

Region VI follows the federal and state-mandated order of precedence for providing individualized career and training services:

1. **First Priority:** Veterans and eligible spouses who are also low-income, recipients of public assistance, or basic skills deficient.
2. **Second Priority:** Non-veterans who are low-income, recipients of public assistance, or basic skills deficient.
3. **Third Priority:** Veterans and eligible spouses who do **not** meet the statutory priority criteria but meet general WIOA Adult eligibility.
4. **Fourth Priority:** Other individuals who meet local or Governor-established priority groups (such as justice-involved individuals or those with significant disabilities).

To ensure these individuals are identified immediately, Region VI AJC partners and career planners are trained to screen for veteran status and potential barriers (like public assistance or lack of a diploma) during initial assessment.

Because Priority of Service is a high-stakes compliance area, Region VI requires rigorous documentation. This includes:

- Official benefit letters for public assistance.
- Standardized testing (like TABE or WorkKeys) to prove basic skills deficiency. Region VI also utilizes a Basic Skills Deficiency Tool Checklist.
- DD-214 forms for veterans.
- Self-Attestation only as a last resort when other documentation is truly unavailable.

4.7 Support After Starting a Job

• **Follow-Up Services for at Least 12 Months:** Case managers maintain ongoing contact with participants for a minimum of 12 months following service completion. All follow-up activities and updates are documented in the MACC system to ensure accurate tracking of participant progress.

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- **Lead Case Manager Assigned:** A designated lead case manager is assigned to each participant. WIOA career planners are responsible for maintaining regular communication with participants throughout training and after program completion to support successful outcomes.
- **Continued Support Services as Needed:** Follow-up activities are continuously monitored to ensure participants' needs are met. Additional support services are provided as new needs are identified to promote long-term success and stability.

Ninety days following completion of training, the use of a **Follow-up/QR Code Survey Letter** represents a sophisticated "closed-loop" communication strategy for the **Region VI Workforce Development Board**. By transitioning from traditional phone-based follow-ups to a mobile-friendly digital format, the board significantly lowers the barrier for participants to provide the data required for federal WIOA performance reporting.

This specific tool serves four distinct strategic functions:

1. Employment Verification & Data Integrity

Federal performance measures require the board to track participants at the 2nd and 4th quarters after they exit a program. The QR survey captures:

- **Current Employer:** Verifying if the placement aligns with the training received (e.g., a CDL graduate driving for a regional carrier).
- **Wage Data:** Collecting real-time income information that might not yet be reflected in state unemployment insurance (UI) wage records.
- **Retention Status:** Confirming if the customer has maintained stable employment or if they have cycled back into a job search.

2. Evaluating Program Effectiveness

The survey provides the quantitative data needed to assess the Return on Investment (ROI) for specific training providers listed on the **Eligible Training Provider List (ETPL)**.

- **Skill Application:** Did the training actually prepare the student for the day-to-day demands of the job?
- **Credential Value:** Was the industry-recognized credential earned through the program actually required or valued by the employer?

3. Continued Support & Retention Services

One of the most innovative uses of this letter is as an outreach tool for **Supportive Services**. Even after a "successful" exit, a customer may face new barriers that threaten their job retention.

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- **Resource Links:** The survey or landing page can provide direct links back to the [Region VI website](#) for resources like childcare, emergency utility assistance, or further certifications.
- **Re-engagement:** If a customer indicates they are "no longer employed," it triggers an immediate alert for a case manager to reach out and restart the service cycle.

4.8 Access and Fairness

Region VI American Job Centers are regularly evaluated to ensure all locations are accessible and provide equitable services to all individuals seeking assistance.

- **ADA Compliance:** All facilities and digital tools are maintained in accordance with the Americans with Disabilities Act (ADA) to ensure accessibility for individuals with disabilities.
- **Language Access Services:** Language assistance is available to support effective communication with all customers. This includes the use of language identification charts and translation tools, such as Google Translate, to facilitate understanding and service delivery.
- **Equal Opportunity for All Individuals:** Policies are in place to ensure all customers and prospective customers are treated fairly and without discrimination. Staff are expected to adhere to these policies, and appropriate corrective actions are taken in cases of non-compliance.

4.9 Constant Improvement

Customer feedback is collected on a regular basis to support continuous improvement efforts. Feedback is gathered through surveys available at all American Job Center locations, as well as through QR codes to ensure convenient and accessible participation.

- **Performance Data Review:** Performance data is reviewed monthly and submitted to the Region VI Workforce Development Board for oversight and evaluation.
- **Continuous Improvement Through Partner Collaboration:** Ongoing improvement efforts are supported through regular communication with partners, including both individual discussions and collaborative partner meetings, to identify opportunities for enhancement and ensure effective delivery service.