

**Local Workforce Notice: LWN - 3**

**To:** WorkSource Columbia Basin (WSCB) and TC (Tri-Cities) Futures Leadership

**Fr:** Tiffany Scott, Chief Executive Officer (CEO)  
Benton Franklin Workforce Development Council (BFWDC)

**Re:** **Workforce Development Area (WDA) 11 Customer Spotlight**

**Effective:** 3/15/21

**Background**

The BFWDC, as the convener of Workforce Development in Benton and Franklin Counties, is pleased to announce the "Customer Spotlight." This is an opportunity for our system leadership to showcase service delivery success by engaging the customer's voice at quarterly BFWDC Board Meetings. The more collaborative the services provided within the partnership to the customer, the better. "Customer" is defined as a business, employer, worker, or job seeker that, through accessing services at WSCB or TC Futures, has achieved significant gains in their world of work because of the support provided. The BFWDC is excited to launch the Customer Spotlight so that our Board of Directors will have a direct connection to the impact of their leadership.

**Timeline/Timeframe**

The specific dates that each entity (WSCB/TC Futures) will be featured at the BFWDC Board Meeting are outlined on the agenda below. The time set aside is a maximum of 10 minutes. Be mindful of this. Also, be aware that the Customer Spotlight will consistently occur following the BFWDC CEO presentation at approximately 4:30 PM.

4/27/21	TC Futures
7/27/21	WorkSource Columbia Basin
10/26/21	WorkSource Columbia Basin
1/25/22	WorkSource Columbia Basin
4/26/22	TC Futures
7/26/22	WorkSource Columbia Basin
10/25/22	WorkSource Columbia Basin
1/31/23	WorkSource Columbia Basin
4/25/23	TC Futures

**Required Elements**

The Customer Spotlight must include, at a minimum, brief verbal articulation of details outlined below.

Job Seeker/Worker Customer

- Customer name
- Previous job title, wage, employment category (e.g., full time, part-time, temporary), and number of weeks receiving unemployment insurance (if applicable)
- Brief description of challenges before receiving services
- Brief description of all services provided (e.g., basic, individualized, collaboration with partners)
- Employment Outcome - Current employer, wage, job title, employment category (e.g., full time, part-time, temporary), and benefits provided
- An important takeaway for the BFWDC Board of Directors to know about their experience

#### Business/Employer Customer

- Customer name
- How the connection to WSCB/TC Futures occurred
- Brief description of challenges before receiving services
- Brief description of all services provided by WSCB and TC Futures
- Outcome(s) – Current status
- An important takeaway for the BFWDC Board of Directors to know about their experience

#### **Points of Contact/Deadlines**

All Customer Spotlights will be determined by the One-Stop Operator (OSO) at WSCB and the Workforce Innovation and Opportunity Act (WIOA) Title 1 Youth Service Provider (YSP) at TC Futures. Both points of contact must establish a process, whereas partners within each system can put forth their customer(s) for consideration. Once developed, the procedure(s) shall be shared with the BFWDC.

In preparation for the BFWDC Board Meeting Customer Spotlight, an e-mail correspondence must be sent to the BFWDC point of contact two weeks before the date articulated above. For WSCB, send a message to the BFWDC Chief Operations Officer (COO). For TC Futures, send a message to the BFWDC Youth Programs Manager. The content of the e-mail must include:

- Name of the Customer
- Type of Customer (business/employer/worker/job seeker)
- WIOA Title(s), Program(s), and Partners who have worked with the customer
- Summary statement of services provided and outcome(s)
- Attach the current Publication, Video, and Website Consent and Release Agreement Form signed by the customer (allows for sharing of customer story on BFWDC website and social media post-presentation)

#### **Communication/Technical Assistance**

The BFWDC wants the Customer Spotlight to be successful for all involved. During the development stage, the WSCB OSO can reach out to the BFWDC COO, and the TC Futures YSP can reach out to the BFWDC Youth Programs Manager should any Technical Assistance (TA) arise. Inclusive of TA is technological needs. Should the customer wish to pre-record their spotlight, the BFWDC can accommodate that presentation model.