

Effectiveness in Serving Employers Data Definitions and Parameters

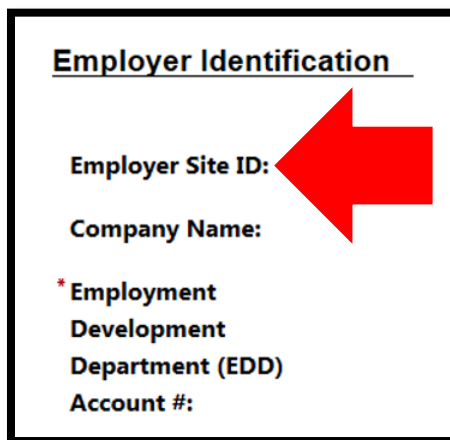
The following information provides definitions and parameters for the Effectiveness in Serving Employer data required to be submitted by Local Workforce Development Areas (Local Areas) that do not enter employer services data into CalJOBSSM.

File Format – Local Areas must utilize the Excel file provided in the associated Workforce Services Information Notice (Attachment 2 Effectiveness in Serving Employers Data File Layout (XLSX)). Each row of the Excel sheet must include all items identified in the header row. Each service provided to an employer establishment must be provided on a separate line with the corresponding service date.

Program Year – Program year is July 1 through June 30. The file must provide complete data for the most recent program year.

CalJOBS Employer Site ID – Please provide the corresponding CalJOBS Employer Site ID, if available. The CalJOBS Employer Site ID is a unique system-generated number that can be used by the Program Reporting and Analysis Unit (PRAU) when consolidating the employer data. *This field is not mandatory.*

The CalJOBS Employer Site ID can be located in the General Profile section of the employer's CalJOBS account.



Employer Establishment – The Bureau of Labor Statistics Quarterly Census of Employment and Wages defines an establishment as “a single economic unit, such as a farm, a mine, a factory, or a store, that produces goods or services. Establishments are typically at one physical location and engaged in one, or predominantly one, type of economic activity for which a single industrial classification may be applied. A firm, or a company, is a business and may consist of one or more establishments, where each establishment may participate in different predominant economic activity.”

All employer data must be provided by establishment.

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Employer Service Type – The following are descriptions of the various employer service types:

- *Employer Information and Support Services* – Staff-assisted service(s) designed to educate the employer establishment about and engage them in the local job market/economy and the range of services available through the local America’s Job Center of CaliforniaSM (AJCC) delivery system. Establishment information services may be provided in a variety of service interventions including orientation sessions, workshops, or other business consultations (e.g., initial site visits). Information and support services delivered to establishments through mass mailings or communications, “cold” calling or other follow-up contacts, and regular establishment newsletters, brochures, or publications are not reportable services under this category. These services include, but are not limited to, providing information on the following:
 - State and federal tax credits or workforce investment incentives (state and federal tax credits (Work Opportunity Tax Credits) or workforce investment incentives).
 - Customized workforce information on state, regional and local labor market conditions, industries, occupations, and the characteristics of the workforce, skills businesses need, local employment dynamics information such as workforce availability, worker supply and demand, business turnover rates, job creation, and job identification of high growth and high demand industries.
 - Proactive linkage and referral of establishments to community resources that support their workforce needs.
- *Workforce Recruitment Assistance* –Workforce recruitment assistance can be provided by staff or remotely through electronic technologies and include, but are not limited to, assisting employer establishments to meet their human capital and skilled workforce needs as follows:
 - Supporting employers’ search for qualified candidates.
 - Securing information on job requirements and providing employers with AJCC staff support for candidate screening and pre-employment interviews at the AJCC (or affiliate site) or on site at the place of business.
 - Taking job order information and promoting the employment opportunities (e.g., advertising the opening to the workforce).
 - Conducting special recruitment efforts including out-of-area or out-of-state recruitment for candidates with special skills.
 - Organizing, conducting, and/or participating in job fairs.
 - Providing employers with meeting/work space at the AJCC (or an affiliate site) for screening or interviewing.
 - Conducting pre-employment testing, background checks and assistance in completion of the I-9 paperwork.
 - Providing employers with job and task analysis services, and absenteeism analysis.
- *Engaged in Strategic Planning/Economic Development* – Employer establishment engaged in either workforce investment strategic planning or business growth and

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economic development strategic planning. These activities may include, but are not limited to: participating in community based strategic planning; sponsoring employer forums; securing information on industry trends; providing information for the purpose of corporate economic development planning; and, partnering in collaborative efforts to identify workforce challenges and developing strategies to address those challenges.

- *Accessing Untapped Labor Pools* – Employer establishment established pipeline activities in partnership with the public workforce system. Activities include, but are not limited to: outreach to youth, veterans, individuals with disabilities, older workers, ex-offenders, and other targeted demographic groups; industry awareness campaigns; joint partnerships with high schools, community colleges, or other education programs to improve skill levels; and, programs to address limited English proficiency and vocational training.
- *Training Services* – The employer establishment received publicly funded training assistance, including customized training, on-the-job training, and incumbent worker training.
- *Incumbent Worker Training Services* – The employer establishment received publicly funded incumbent worker training assistance.
- *Rapid Response/Business Downsizing Assistance* – Employer establishment received an initial on-site visit or contact to either: (a) discuss the range of rapid response services and other assistance available to workers and employers affected by layoff, plant closures, or natural disasters; or (b), as required by WIOA section 3(51)(A), plan a layoff response following notification of a current or projected permanent closure or mass layoff, including natural or other disasters.
- *Planning Layoff Response* – Employer establishments who received an initial on-site visit or contact, as required by WIOA section 3(51)(A), to plan a layoff response following notification of a current or projected permanent closure or mass layoff, including natural or other disasters.

Local Areas must enter the title of the employer service type provided as described above (e.g. Planning Layoff Response), or provide the associated CalJOBS employer activity code number (e.g. E01). For a full list of CalJOBS Activity Codes, please see Attachment 4 in Directive [wsd19-06](#).