WORKSOURCE FRONT-END INTEGRATED SERVICES POLICY

Policy Number: 302, Revision 2
Effective Date: July 1, 2020
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I. PURPOSE

This policy establishes standards for delivering consistent, high-quality front-end services across all certified WorkSource centers in the South Central Workforce Development Area (WDA). It operationalizes the region's:

- South Central Memorandum of Understanding (MOU)
- SCW WS Policy 300
- SCW WS Policy 301
- WorkSource System Policy 1016, Revision 2

Front-end services ensure all customers, job seekers, employers, and community partners receive timely, accurate, and equitable access to information, referrals, and navigation support at the initial point of entry.

II. BACKGROUND

WorkSource centers in the South Central region operate as Comprehensive Centers, Affiliate Sites, Specialized Sites, and Connection Sites, as defined in the MOU and State Policy 1016, Revision 2. These center types establish expectations for staffing, service levels, and certification. Front-end services form the foundation of the region's Integrated Service Delivery (ISD) model, ensuring that customers receive consistent support whether they enter a center in person, connect through direct linkage, or access services virtually.

To maintain certification and deliver a unified customer experience, all WorkSource Partners participating in front-end services must follow shared processes, communication standards, and documentation practices. This policy defines those expectations and clarifies the roles of the One-Stop Operator (OSO), Center Managers/Leads, and front-end service teams.

III. POLICY

A. Front-End Service Teams

- Each certified center must maintain a front-end service team composed of:

- On-site partner staff
- Partners providing services via direct linkage

Partner leadership must designate staff to ensure adequate coverage and cross-training.

- Front-end team members must:
- Follow ISD-aligned workflows and customer flow processes
- Use standardized scripts and protocols
- Participate in scheduled coverage rotations
- Support consistent, equitable service delivery

- The SCW-designated Team Lead shall:
- Serve as primary point of contact for front-end staff
- Coordinate schedules and ensure adequate coverage

B. Front-End Service Requirements

- Customer Intake, Engagement, Service Access, and Universal Access Standards:
  - Provide prompt, respectful greeting for all customers (in-person, phone, or virtual)
  - Apply timely engagement based on customer flow and staffing
  - Manage customer flow using triage, virtual queuing, and group orientations
  - Implement standardized front-end script covering:
    - Overview of WorkSource services
    - Basic eligibility information
    - Direct linkage options
    - Virtual access pathways
    - Available accessibility supports

  - Maintain and provide access to:
    - Activity calendars and workshop schedules
    - Partner availability (on-site and virtual)
    - Basic information on all partner programs
    - Virtual access instructions
    - Accessibility support information
  - Ensure all customers, including those who decline or are not eligible for program enrollment, receive information on available center and community resources.

C. Front-end Staff Competency, Training, and Operational Standards:

- Front-end staff must receive proper training and orientation related to:

  - Customer engagement and service delivery standards
  - Timeliness and customer flow management expectations
  - Integrated Service Delivery (ISD) practices
  - Referral and direct linkage procedures
  - Customer intake, documentation, and tracking requirements
  - Accessibility supports, auxiliary aids, and virtual access procedures
  - Complaint identification and escalation procedures
  - WIOA nondiscrimination and EO requirements
  - SCW and state complaint procedures

- Center-specific operational protocols
- Professional identification requirements (e.g., name badges, branded apparel)
- Staff coverage and absence reporting procedures

- Staff must identify and escalate concerns that meet complaint criteria through appropriate routing channels.

- Referral, Direct Linkage, and Case Tracking System Requirements:
- Capture customer intake information including:
  - Contact information
  - Date of entry
  - Service needs

- Document referral actions and case activity including:
  - Required data elements
  - Referral method (warm handoff, direct linkage, electronic referral)
  - Partner follow-up expectations
  - Outcome reporting
  - Resolution of unsuccessful referrals

- Ensure documentation supports ISD coordination, referral tracking, certification requirements, and MOU reporting

- Request referral recipients provide timely feedback and outcome confirmation

- Governance, Compliance, Complaint Resolution, and Continuous Improvement Requirements:

- Centers must maintain compliance with:
  - WIOA nondiscrimination and Equal Opportunity (EO) requirements
  - SCW and applicable state complaint procedures
  - Applicable requirements established through the MOU

- Centers must maintain a written process for receiving, documenting, routing, and resolving customer complaints consistent with:
  - MOU Section 3.X (Customer Complaints)
  - WIOA nondiscrimination and EO requirements
  - SCW and state complaint procedures

- Centers must implement customer satisfaction and continuous improvement processes that include:
  - Customer satisfaction measurement activities
  - Compliance with certification-related performance requirements
  - Review and analysis of customer feedback and performance data
  - Identification and implementation of service improvements based on results

- Centers must maintain records sufficient to demonstrate compliance with applicable federal, state, local, MOU, and certification requirements

- Centers must maintain and periodically review local operating procedures to ensure alignment with applicable federal, state, local, and MOU requirements

IV. DEFINITIONS

Front-End Services: Initial customer engagement activities including greeting, information sharing, navigation support, basic eligibility screening, and referrals.

Direct Linkage: Real-time access to partner staff or services through technology, phone, or virtual platforms.

Front-End Service Team: Cross-functional staff from multiple WorkSource Partner programs who deliver integrated front-end services under the ISD model.

Team Lead: SCW-designated staff member responsible for coordinating front-end operations, communication, and continuous improvement.

REFERENCES

- 20 CFR 678
- 34 CFR 361
- 34 CFR 463
- South Central Workforce Development Area Memorandum of Understanding (MOU)
- SCW WS Policy 300
- SCW WS Policy 301
- WorkSource System Policy1016, Revision 2