

**WIAB 11-11**

**DATE:** January 6, 2012  
**TO:** All WIA Subrecipients *Sue*  
**FROM:** Susan Simmons, Workforce Operations Administrator  
**SUBJECT:** Suggestions for Utilizing OJT NEG Funds

As mentioned in the December WIA conference call, over \$45,000 in OJT NEG funds remain available for use. The OJT NEG expires June 30, 2012, however due to the amount of time involved in developing and executing OJT contracts, case managers are encouraged to develop OJTs as quickly as possible to ensure this funding is obligated and spent. In addition, case managers should use OJT NEG funds over local WIA funds whenever possible.

Robbin and Associates, a management consulting firm, shared the following list of ideas with central office staff on involving employers with the OJT process. Please review the list and feel free to incorporate any or all of these ideas in your office's OJT marketing strategy.

1. Train case managers to see partial matches between job seekers and job descriptions (not only complete matches) and refer these people and businesses to business services reps for OJT marketing.
2. Market OJT to employers that have hired from you in the past without using OJT. Market this as a new exciting product.
3. Develop a bundled incentive package including OJT for new business owners you track down through business license postings.
4. Teach job seekers to market OJT. Develop a "do and don't" form and a letter they can give to employers. Role play marketing OJT in interviews. Run workshops on OJT marketing by job seekers as a tool to make them more competitive. IDOL OJT marketing materials are available on the 2010 WIA Conference Sharepoint site as well as in the Forms section of the WIA MIS.
5. Market OJT to the vendors your organization buys things from. Where do you get office supplies, building services, computer repair, coffee, vending machine products etc? If we do business with them they should do business with us. That is a private sector perspective.
6. Rather than approaching OJT as a wage subsidy, sell OJT using the idea that the training businesses provide to their new hires is something you're interested in. The buying training model is much more businesslike. They have a product and you have money to buy it. It's a sales arrangement.
7. Reaffirm that business people have the management right to fire someone on OJT. Just like they can hire them before the OJT is over. Business people worry that with government involvement they won't be able to fire people.

8. Sell OJT using reference lists and telling success stories not describing every detail of the process. Business people want to know if this has worked for other businesses. Once they've been sold on OJT you can take them through the process, but don't try and make the process part of the sale. The process is a barrier to the sale.
9. Form a Speed of Delivery Task Force with business services staff and management to look at every way to speed up business services and OJT authorization. Speed is of very high value in the private sector but not in public sector funded agencies. We often lose businesses with OJT and other services because we aren't fast enough.

If you have any questions regarding the OJT NEG, please contact your Grants Management Officer or Julia Browning at (208) 332-3570 ext 3275.