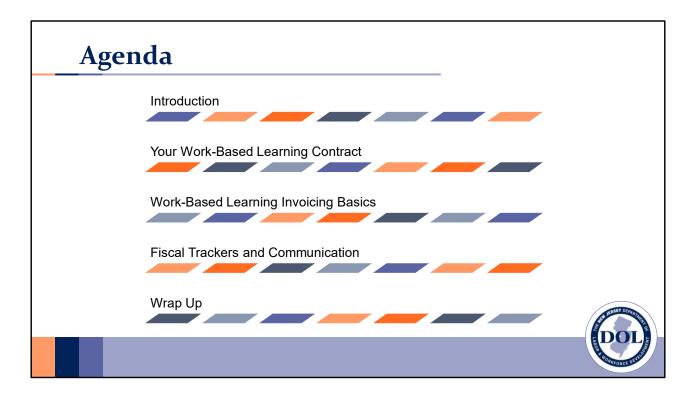


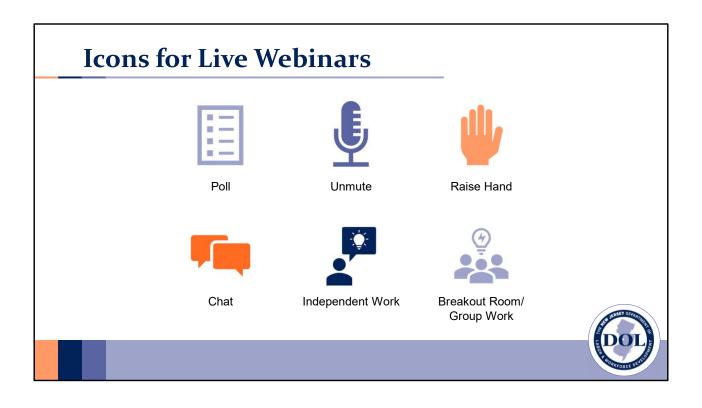
 Welcome to the last module in the Work-Based Learning Series. We are going to cover Contracts, Invoicing, and Fiscal Trackers.



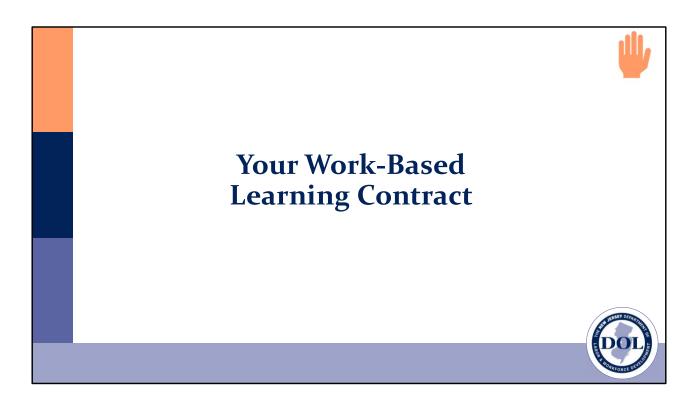
- Our agenda for today is:
- An introduction section, where we are now, to share the agenda, objectives, and webinar tools
- Your Work-Based Learning Contract
- Work-Based Learning Invoicing Basics
- Fiscal Trackers and Communication
- Wrap Up

By the end of this	Identify standardized components of a WBL master agreement applicable to all types of WBL opportunities.
odule, ou should	Assess the impact that auditing and monitoring contracts has on ensuring integrity.
oe able o…	Explain best practices related to WBL invoicing.
	Compare and contrast the roles and functions of fiscal and performance trackers.
	Identify best practices for communicating WBL information externally and internally.
	Identify the components of a fiscal tracker and explain the benefits of a quality fiscal tracker.

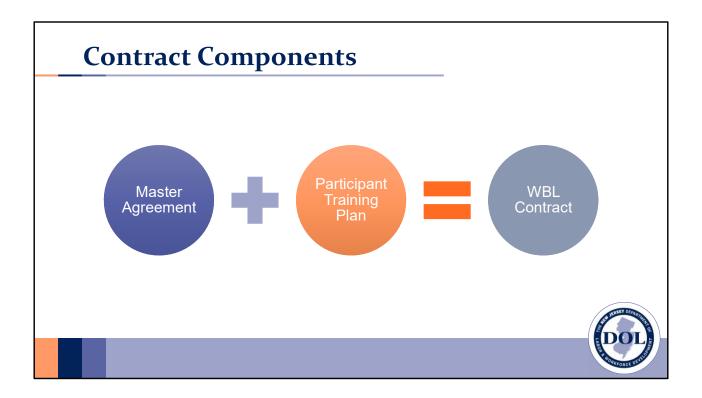
- Objectives are what you should be able to do by the end of this module.
- Identify standardized components of a WBL master agreement applicable to all types of WBL opportunities
- Assess the impact that auditing and monitoring contracts has on ensuring integrity
- Explain best practices related to WBL invoicing
- Compare and contrast the roles and functions of fiscal and performance trackers
- Identify best practices for communicating WBL information externally and internally
- Identify the components of a fiscal tracker and explain the benefits of a quality fiscal tracker



- Each symbol on this slide represents a type of workshop activity delivered via webinar. Review each symbol and its meaning.
- Poll: Participants will take a poll, on screen, and we will be able to look at and discuss results.
- Unmute: In response to a prompt, participants are invited to unmute themselves (or be unmuted) in order to share.
- Raise Hand: Participants can virtually signal a hand raise or agreement when the facilitator asks for a show of hands.
- Chat: Participants respond to a question in the chat feature where everyone can see.
- Independent Work: Participants complete something individually and independently during the webinar.
- Breakout Room: In groups, participants go to virtual breakout rooms where they work on or discuss something.



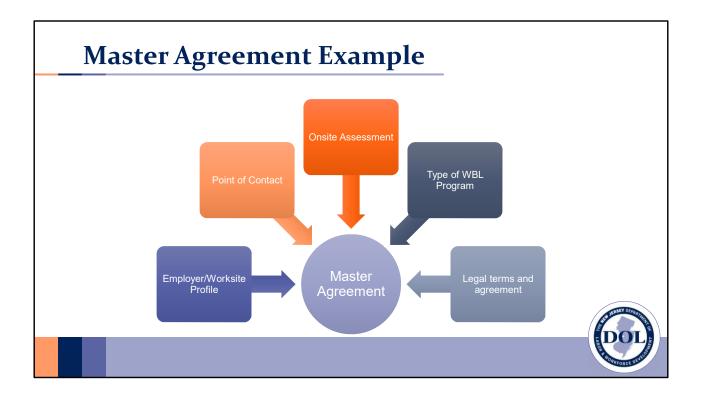
Work-Based Learning Contracts are an essential piece in a successful WBL program. These contracts are the physical proof of the relationships between a One-Stop Center and its two customers: Employers and Candidates. WBL contracts are the paperwork needed for all files of candidates who participate in WBL programs. Since all WBL program participants should have a WBL contract in their file, these contracts are a great start to standardizing what is collected and required for a WBL experience. Having a standard contract for all programs and participants helps create file integrity and similarity.



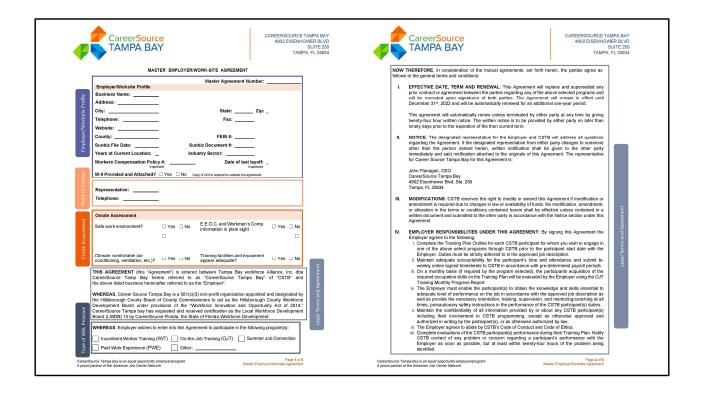
- With every WBL contract, we recommend having two components:
- A Master Agreement
- And a Participant Training Plan
- These components together create your entire WBL contract
- These components may sound a little scary or even complicated, but in reality, these two components are a simple, unified way that can ensure integrity and accuracy for all your WBL contracts.



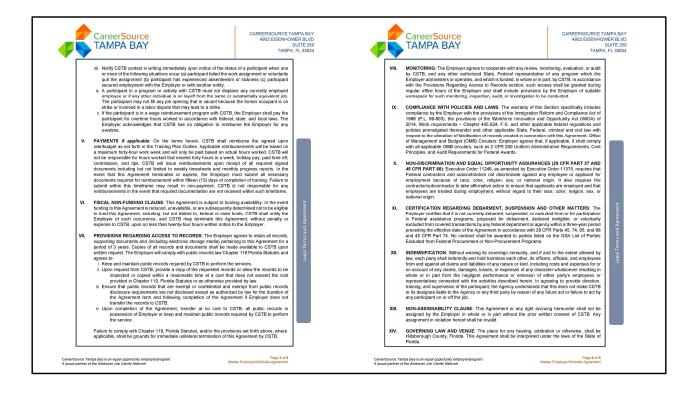
- This Master Agreement is specific to WBL program.
- The Master Agreement is basically the legal terms and conditions outlining the employer responsibilities for employers participating in WBL programs. This component of the contract looks to answer the question: what terms does the employer need to know and abide by?
- This Master Agreement is normally created by the Workforce Development Board, with input from the State, and is updated, as necessary.
- It also collects basic employer information, such as: Company Name, FEIN, Address, Phone Number, Points of Contact, and Corporate Email.
- The benefits of creating and implementing a Master Agreement is that it is used with every employer, with every WBL contract. It is a standardized document that only needs to be filled out once a year (or however frequently it is updated) and then can be used with every WBL contract the employer participates in. This master agreement can then simply be copied and attached to every WBL program—every OJT, every IWT, every Apprenticeship, etc.
- This saves the employer from providing the same information over and over again and it provides them with all the legal information they need to know. It also will save Job Developers time from having to recreate paperwork.



- The standardized components of a master agreement may vary area to area, but overall, the master agreement should include:
- An Employer/Worksite Profile
- Point of contact
- Onsite Assessment
- Type of WBL Program
- Legal terms and agreement
- For our Master Agreements, we assign one person to compete the Master Agreement basically collect the information and have the employer sign. Now, there are different parties who influence what the Master Agreement says, such as the local Workforce Development and the NJ DoL. The Job Developer or Business Service Representative makes sure the Master Agreement finds its way to the file.
- Please note that the New Jersey Department of Labor is working on creating a template for a Master Agreement to be shared with every county—so stay tuned! What requirements your individual county may have regarding a Master Agreement may vary, so be sure to check with your local leaders about your county's implementation of this form.
- Take a look at an example of a contact with all of these items.



 Please pay close attention to the bottom left, under the "Type of WBL Program" section. You will notice that there is no selection for Pre-Apprenticeship/Apprenticeship—this is intentional. Before you can have a master agreement with an apprenticeship seeking funding to offset the cost of the program, the apprenticeship MUST be registered and approved. Once the apprenticeship is registered and approved, you can write it in the "Other" category.



describing project or programs funded in receiving Federal funds shall cearly state project which will be financed with Federal the project or program. XVI. SPONSORED Y CAREERCOURCE TAM OF ECONOMIC OPORTUNITY (DEC) - NO FECONOMIC OPORTUNITY (DEC) - SPONSORED BY CAREERCOURCE TAM advertising, or describing with sponsorbing Tampa Bay and the State of Florida, Deper reference is in a written form, the word's will appear in the same size letters or type a	press releases, statements, and other documents whole or in part with Federal money, all awardees by the precurating of the total costs of the program or hower and (2) the dotal warnout of Federal functs for PA BAY AND STATE OF FLORIDA, DEPARTMENT my nongovernmental organization within spontors a most provided by the Forkat ECO will, publicity, and provided by the Forkat ECO will, publicity, and provided by the Forkat ECO will, publicity, and the of Florida. Department of Economic Opportunity' theme of Florida. Department of Economic Opportunity'	SUTE 260 74, FL 33534
CareerSource Tampo Bay is an equal opportunity employedprogram. A proof partner of the American Job Center Network	Page 5 of 5 Master Employer/Worksite Agreement	



- Remember, the Master Agreement was only one piece of the whole WBL contract. The second piece is the Participant Training Plan.
- This training plan can be standardized to an extent—the same type of information is going to get collected, but the exact details and plan itself will vary participant to participant.
- We recommend five sections to the Participant Training Plan. They include:
- Position Profile
- Skill Assessment
- Training Outline
- Reporting Schedule Agreement
- Employer Reimbursement Agreement

What type of information we should be collecting for each section:

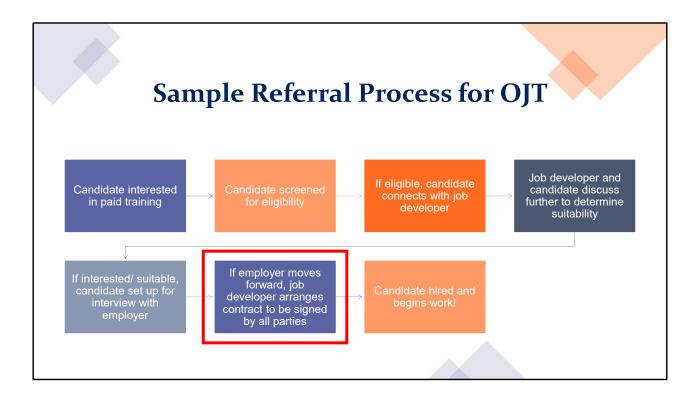
- Position Profile
 - Gather employer-specific and job-specific information
 - Job Title
 - Job Description
 - Preferred Education/ Skills/ Qualifications
- Skill Assessment
 - Detail what skill gaps the candidate has in comparison to the job description and

how many training hours it will take for each skill to be learned.

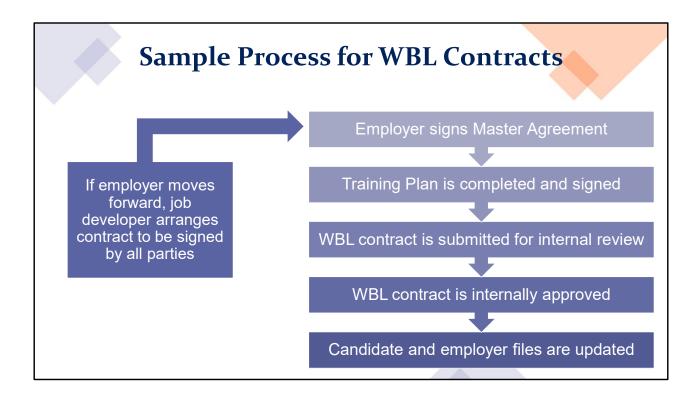
- Missing Skills
- Hours Required
- Starting Capability
- Training Outline
 - Highlight the on-the-job types of learning
 - Occupational Education Components
 - Academic Components
- Reporting Schedule Agreement
 - Start Date
 - End Date
 - Progress Report Due Dates
 - Timesheet Due Dates
- Employer Reimbursement Agreement
 - Rate of Pay
 - Reimbursement Percentage
 - Reimbursement Rate
 - Reimbursement Invoice Due Date
- This document will be created by each county or Workforce Development Board, and it should work in tandem with a candidates Individualized Employment Plan. Also, depending on your county structure, there may be one person or multiple people responsible for completing the training plan. Refer to your county's procedures for more guidance.
- Let's take a look at an example Participant Training Plan.

F	TAMPA BAY	JITE 250		CareerSource TAMPA BAY		4902 EISENH TAM	HOWER I SUIT IPA, FL 3
	TRAINING PLAN OUTLINE APPLICATION			ticipant Skills Assessment			1
	Master Agreement Number:		Par	ticipant(s) Name:	Hours		-
	Check the program for which the outline is designed:			Skills	Required	Starting Capability	
	WT OJT PWE Summer Other:		12			Not Skilled	
	Position Profile		1			Skilled	
	Employer Name:					Not Skilled	
	Position Supervisor:		2.			Some Skill	
	Telephone: Email:					Not Skilled	
	Job/Occupation Title:		3.			Some Skill	
	Job Description Attached? Yes No TOL/SOC Code: Training Plan Outline is not velid without an approved Job Description attached					Not Skilled	-1
	Number of Job Openings: Full-time position: Yes No	Skill Assessment	43	x		Some Skill	
		ss				Skilled Not Skilled	-
	Preferred education and/or Skills:	220	5.			Some Skill	
	Preferred Qualifications:	4				Skilled	4
		Х	6.			Not Skilled Some Skill	
ile	Describe the work environment:					Skilled	
Position	Exact location where participant(s) will be working #deterface the exactation address		7			Not Skilled Some Skill	
			1 5			Skilled	
	Address:					Not Skilled	
	City: Zip:		8.			Some Skill	
	Does the position require a background check prior to placement? Yes No If ves, what level background check is needed?					Not Skilled	1
	Will the participant(s) be involved in outdoor activities? Yes No		9.)	1		Some Skill	
	If yes, do you have an alternate plan for inclement weather? Yes No					Skilled Not Skilled	-
	What type of special		10.			Some Skill	
	equipment, tools and/or machinery, if any, will the					Skilled	
	participant(s) be using?			ning Outline des both academic and occupational educational components which re	ters to contextual (ea	voing that accompanies work	
	Workday Schedule (specify hours per day)	<u>2</u>	expe	rience. It includes the information necessary to understand and work in	the specific occupation	ion listed above.	
	Mon. Tues. Wed. Thurs. Fri. Sat. Sun.	E E E E E E E E E E E E E E E E E E E		upational			-
	Start:Start	Training Outline		nponents:			
	End: End: End: End: End: End: End:						-
	Hours: Hours: Hours: Hours: Hours: Hours:	Trai		demic			-
	Total Hours per Week:						-
	Source Tampa Pavid an apuid opportunity employed to come	_				Page 2 of a	_

Employer Reimbursement Agreement resolution Rate of Pay: <u>ht</u> X Reimbursement Y Reimbursement Ivide due to CSTB: Month If monthly, the invoice is due on th As an authorized representative of the companylorga in this form is thue and accurate the based of my low of mone employees. Lunderstand that i must meet all monitor, and ereir into a form a CST Badest Employ	::	
CereerSource Tampa Bay is an equal opportunity employersprogram. A proud partner of the American Job Center Network	Page 3 of 3 Training Plan Outline	



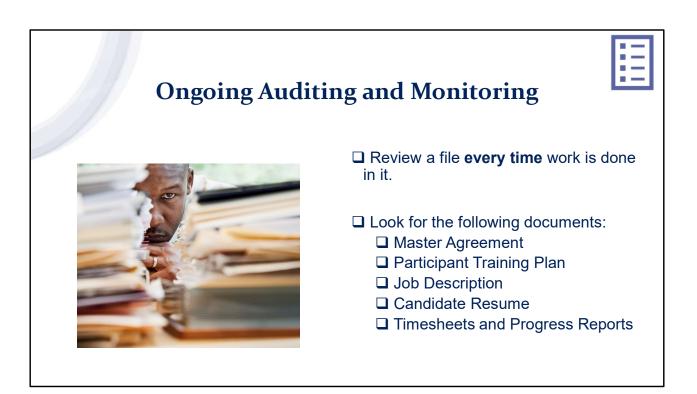
- This slide should look familiar, as we introduced it in 102: Candidate and Employer Processes. In our process for an OJT, where exactly does the contract paperwork fit in?
- As we move through the process, we know it is time to complete the WBL contract when the employer settles on a candidate to hire, and their eligibility has been verified. As you can see in this process, the contract is completed before the candidate begins work. You must have the contract completed in its entirety before the candidate starts work in order for the employer to obtain the reimbursement of wages.
- Let's take a deeper look into what the process may look like when completing the WBL contract within the larger picture of a referral process.



- If employer moves forward, the job developer arranges contract to be signed by all parties. Within this task, the workflow could look like this:
- The first step when completing a WBL contract is to have the employer sign the Master Agreement. This can happen when you get to this point, or just when you have any interaction with an interested employer. Having this document on file before a candidate is hired just speeds up the completion time for the contract.
- Once you have the Master Agreement on file, then it is time to complete the Training Plan.
- When both documents are signed by all respective parties, you then may submit the WBL contract for internal review to your local leader, likely the individual in charge of the budget, within the One-Stop Center. There is no State or Board approval needed, but a leader should review and approve the contract since money is being spent.
- Then the contract is internally approved by the designated leader.
- Lastly, you need to add copies to the employer file (filing that Master Agreement) and then updating the candidate file with the entire contract.
- Again, this doesn't have to be the process you or your office follows, but it is one way that it can be done. We do recommend this process simply because it has built-in steps to ensure the use of standardized documents and updating the file. Both of these aspects are

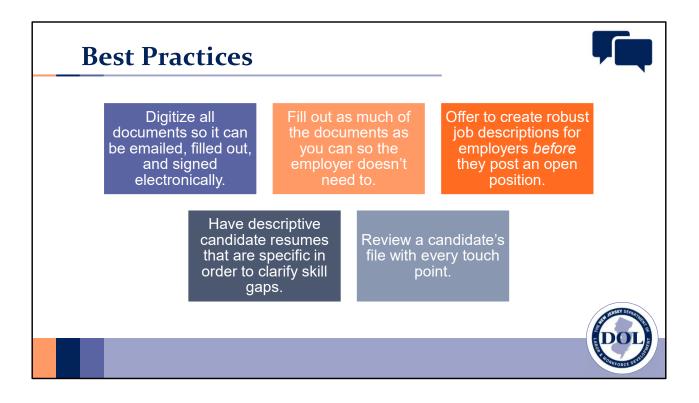
key for our next topic: auditing and monitoring.

 Having one standardized Training Plan, along with a Master Agreement and building-in a file update in the workflow, provides many benefits. But there is one benefit in particular that I want to highlight: How easy one standardized document makes auditing and monitoring.

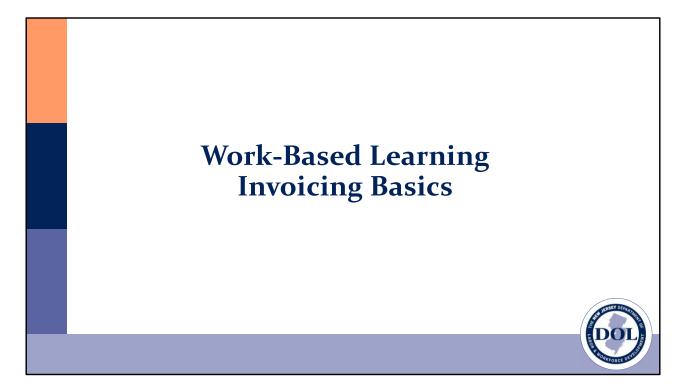


- It is necessary to make sure your WBL contracts and files are in tip-top shape because these files are the ones with a large amount of money attached. And I am sure as you know, if the world of workforce development, files that have large amounts of money attached are most likely to be formally audited.
- Therefore, it is incredibly important to make sure in-house auditing and monitoring is continuous and happens with every WBL file.
- Now, there isn't a right or wrong answer here. But we do have a recommendation in order to help ensure file integrity: every time work is done in it.
- Monitoring or quickly auditing the file at every touch point provides the highest chances of a completed file that will pass formal audits. If everyone who opens the file takes a quick glance to verify that all the documents and supporting material are in the file before any money is spent or action is taken, it will establish the file's integrity and it only takes a few minutes to check for completeness. Spending a few minutes upfront with a file is much better than trying to go back and collect missing documents later—that can take hours of time for one missing document in one file.
- When reviewing a file every time you work on it, you should be looking for the following documents:
- Master Agreement

- Make sure this is completed and up to date.
- Participant Training Plan
 - Review to verify that skill gaps correspond with candidate resume and job description.
- Job Description
- Candidate Resume
- Timesheets and Progress Reports
 - We recommend monthly progress reports for every WBL contract in order to demonstrate skill progression and that the employer and candidate are staying on track with the training plan.
 - Reviewing the timesheets at the same time of the training plan also allows you to verify that the payment amount is accurate before a check gets cut.
- It is everyone's responsibility to ensure a file's integrity before any action is taken. If a file fails a formal audit, it is not one person who feels the repercussions of it—it is the entire team.



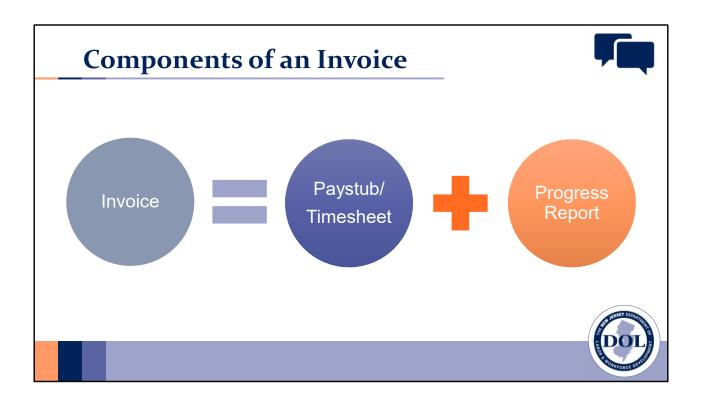
- Best Practices:
- Digitize all documents so it can be emailed, filled out, and signed electronically.
 - This allows for quick and easy completion of paperwork for the employer, candidate, and job developer.
- Fill out as much of the documents as you can so the employer doesn't need to.
 - For an employer, time is money. So, the less time it takes for an employer to participate in a WBL program, the better chance you have of securing that employer for multiple WBL contracts.
- Offer to create robust job descriptions for employers *before* they post an open position.
 - This allows the employer to have a very descriptive and detailed job description, which can help you with a skill gap analysis as missing skills can be easily identified and validated.
- Have descriptive candidate resumes that are specific in order to clarify skill gaps.
 - Again, this helps you identify skill gaps easily and provides support to the training plan.
- Review a candidate's file with every touch point.
 - Lastly, reviewing a file every time it is opened helps ensure file integrity.
- Implementing these best practices will help you achieve success for all your WBL programs.



Invoicing Basics.

Role:	Provides a record and verification of payment from employer to candidate.
Functions:	Proof employer has paid employee agreed upon wage and candidate is working the agreed upon hours.
	Signifies time to process employer reimbursement.

- For WBL programs, invoicing is a vital component. Without invoicing, there is no record of what an employer has paid a WBL candidate.
- Therefore, the role of an invoice is to provide a record and verification of payment. You should not process any employer reimbursement without an invoice detailing the paid wage, hours, and reimbursement percentage.
- An invoice has two functions:
- It is your proof that the employer has paid the agreed upon wage and the candidate is working the agreed upon hours.
- It also signifies that it is time to process the employer reimbursement.
- But what does an invoice look like?



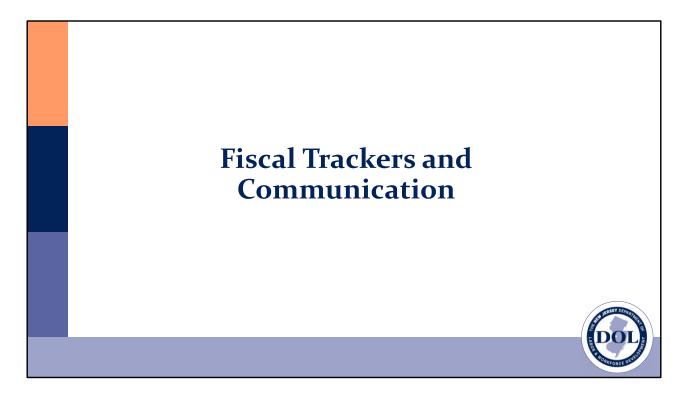
- An invoice can be a very simple document, but it should consist of two items:
- A paystub or timesheet indicating payrate and hours worked
- And then a progress report indicating where the candidate is at in skill progression/training. This document could be created internally and then standardized to be included, or the employer can just provide a written update of the skills the candidate obtained thus far in comparison to the training plan.
- However, regardless of what your invoice looks like, there are best practices that can be applied.



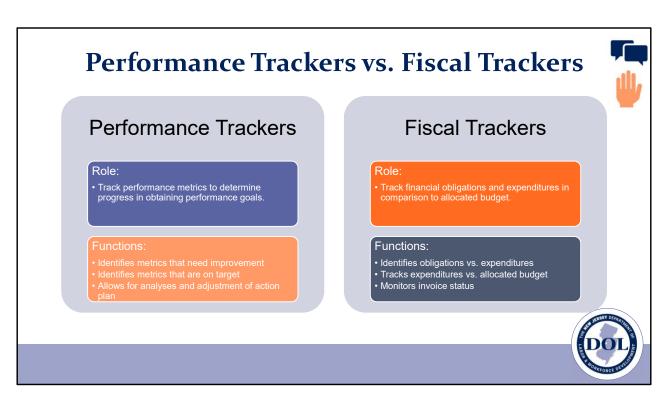
- Here are a few best practices we recommend to make sure that you have an effective invoicing process and do not face the challenges just identified.
- Be sure that the employer includes a training progress report with each invoice submission.
 - You can make it part of your requirement, for an employer to attach a quick training progress report with every invoice. This allows the Job Developer to confirm that the candidate is on track with the training and skill obtainment as well help your WIOA Team secure a Training Progress Milestone when needed.
- We also recommend that you collect invoices from each employer monthly.
 - It is our understanding that there are no requirements in terms of frequency of invoicing, but we still recommend collecting paystubs and progress reports monthly. Weekly or bi-weekly is too frequent for progress reports and is a lot of work for an employer. If you go longer than a month and if there is a mistake, it is harder to correct. So, a month is the real sweet-spot for invoices and therefore training reports.
- As mentioned before, but worth repeating, review the file before cutting the check.
 - Do not just assume all the documents and paperwork are in order before spending money on a candidate. Everyone is responsible for due diligence in making sure a file is accurate and complete before money is spent. This little bit

of time upfront can save a lot of headache later.

- This can also help with mitigating disallowed costs or cutting a check for the wrong amount of money.
- It also can be extremely helpful to set a schedule.
 - For example, make invoices due by the 5th of each month for the previous month. Then Job Developers have until the 10th to submit paperwork to fiscal for reimbursement. Fiscal has until the 15th to cut checks and the employer can expect their check by the 20th of each month.
 - This type of schedule keeps everyone on track and allows each party the time necessary to complete the work. And then if an employer is late to provide an invoice, you can inform them that they should expect the reimbursement check a little later this month.
- Lastly, keep it simple.
 - There is no need to complicate the invoicing paperwork and processes. Keeping it simple can help streamline the process and make it easy for all parties to complete timely.
- Overall, invoicing is a critical piece to your WBL program. It provides proof of payment for your candidate and allows the employer to be reimbursed.

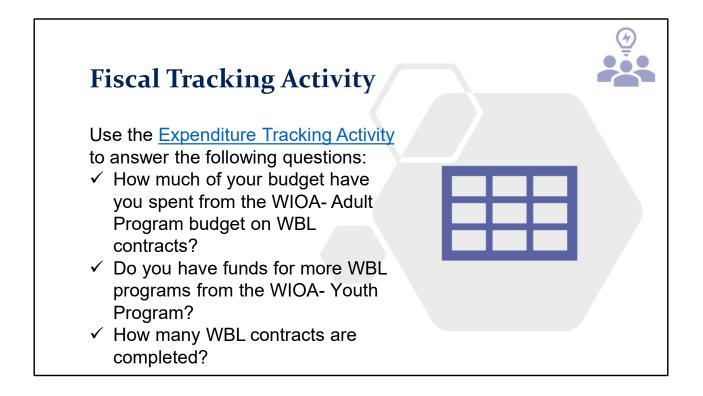


Tracking invoices and communicating invoice statuses with our team.



- Performance trackers, as discussed in the 102 webinar, are used to track performance metrics to determine progress in obtaining performance goals. And it has three functions:
- Identifies metrics that need improvement
 - On a performance tracker you should be able to easily determine what metrics you are behind on
- Identifies metrics that are on target
 - Again, you should be able to quickly determine what metrics you are on target with in obtaining you performance goals
- Allows for analyses and adjustment of action plan
 - Can adjust what actions are being taken for each metric and can adjust based on progress in obtaining goal
- Fiscal trackers are similar to performance trackers, in that they are used to track progress on achieving a goal—but this goal is purely financial. A fiscal tracker is used to monitor financial obligations and expenditures in comparison to an allocated budget.
- Obligations can be defined as funds that have not yet been paid out but will be at a later date. Basically, they are funds that have been promised to be paid.
- Expenditures can be defined as funds that have been paid out.
- Once you pay an obligation, it becomes an expenditure.

- A fiscal tracker also has three functions:
- Identifies obligations vs. expenditures
 - This is the main purpose of the fiscal tracker—to make sure you do not over obligate money that you do not have budgeted. This function allows you to stay on budget, with projected expenses and obligations.
- Tracks expenditures vs. allocated budget
 - You can also quickly see if you are on track with your expenditures with your budget. If you have to spend a specific amount of money within a certain timeframe, you need to be able to quickly reference how much you have spent and how much you still have to spend
- Monitors invoice status
 - The tracker also functions as a means to keep tabs on invoices received and invoices still needed. This allows you to connect with the employers who still need to submit an invoice and make sure you have submitted invoices to your fiscal team for employer reimbursement



			V	VORK-BASED LEARNING		ER						
FUNDING STREAM	EMPLOYER	WBL PROGRAM	TRAINEE	PY 2021-20 PID	START DATE	END DATE	INVOICE DUE	EMPLOYER INVOICE STATUS	FISCAL INVOICE STATUS	MONTHY INVOICE AMOUNT	RUNNING INVOICE TOTAL	TOTAL AMOUN EXPECTE
WIOA - ADULT	KG COMPANY	ON-THE-JOB	JONES, DARELL	378501	1/3/22	3/4/22	3/5/2022	RECEIVED	SUBMITTED	\$2,750.00	\$8,250.00	\$ 8,250.
WIOA - DLW	BOXX WAREHOUSE	PRE-APPRENTICESHIP	ALI, HANA	268347	1/24/22	3/25/22	4/5/2022	RECEIVED	SUBMITTED	\$2,225.00	\$6,750.00	\$ 6,750.
WIOA - ADULT	FASHION INC	ON-THE-JOB	CRUZ, JOSE	972460	2/7/22	5/6/21	6/5/2022	RECEIVED	SUBMITTED	\$3,150.00	\$9,450.00	\$ 9,450.
WIOA - YOUTH	RIT INDUSTRIES	TRANSITIONAL JOB	WALLS, JIM	376190	3/7/22	6/3/22	7/5/2022	NEEDED	NOT SUBMITTED	\$2,000.00	\$4,000.00	\$ 6,000.
WIOA - DLW	ROBO MACHINES	APPRENTICESHIP	JENNINGS, PAT	611385	3/14/22	6/10/22	7/5/2022	NEEDED	NOT SUBMITTED		\$8,000.00	\$12,000.
WIOA - DLW	J&R CORPORATION	ON-THE-JOB	DAVID, LATISHA	823480	3/21/22	6/17/22	7/5/2022	NEEDED	NOT SUBMITTED		\$5,000.00	\$ 7,500.
WIOA - ADULT	STEEL PRODUCTIONS	PRE-APPRENTICESHIP	GARCIA, TERESA	755094	3/21/22	6/17/22	7/5/2022	NEEDED	NOT SUBMITTED	\$3,000.00	\$6,000.00	\$ 9,000.
WIOA - ADULT		WIOA -	DLW	WIOA - YOUTH			JERSEY DE	ARTON				
Current PY Budget		Current PY Budget		Current PY Budget	\$ 30,000.00			191				
otal Invoiced Amount		Total Invoiced Amount		Total Invoiced Amount		12	DO	9				
Percent Spent	35%	Percent Spent	11%	Percent Spent	0%	5	DU					
Remaining Amount	\$ 32,300.00	Remaining Amount		Remaining Amount	\$ 30,000.00	BOT						
Obligated Amount	\$ 9,000.00	Obligated Amount	\$ 19,500.00	Obligated Amount	\$ 6,000.00		5 Y	10				
Avaible Funds	\$ 23,300.00	Avaible Funds	\$ 33,750.00	Avaible Funds	\$ 24,000.00		RKFORCE	DE				

- Remember, the main takeaway here is not you have to track fiscal spending using this example, but that you are tracking spending, tracking in one place, and can see what has been spent and what has been promised to spend in order to have quick access to the information needed to make informed decisions.
- Also, please note that the New Jersey Department of Labor is currently working to ensure that fiscal trackers that will be provided are in line with SAGE.



- Best practices when it comes to using a fiscal tracker.
- Track expenditures and obligations.
 - First and foremost, it is critical to track both expenditures **and** obligations
 - Expenditures are the money you have already paid out to an employer. An obligation is what you are projected to spend.
 - It is critical to track both—expenditures and obligations, so that you do not over promise what you can't actually pay.
- Excel is a great tool to use to track expenditures.
 - As you could see with the example, Excel or Google Sheets are recommended to track obligations and expenditures.
 - o Formulas can be added to cells for easy calculations and tracking.
- One person should be assigned to track spending.
 - We recommend a manager or supervisor of the job developers to be the designated tracker.
 - More than one person making edits can cause mistakes.
 - Leader should be approving allocated amounts based on budget.
- Budget needs to be reviewed before signing the WBL contract.
 - o Whoever does update the fiscal tracker always needs to review obligated

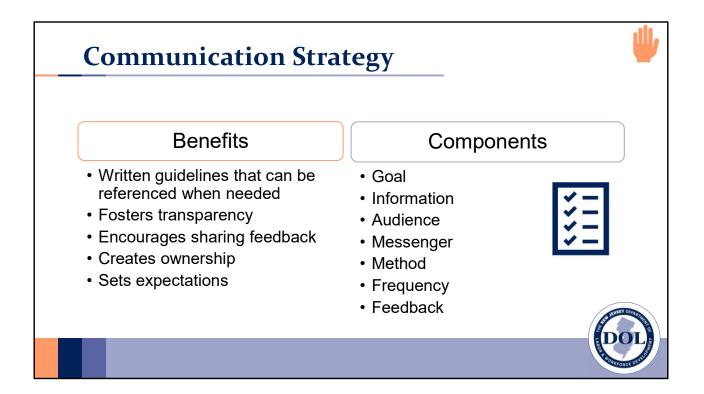
expenses to ensure that there is enough funds to cover the cost of the WBL contract.

- Fiscal should double check all invoices before check is cut.
 - We also suggest that the fiscal team double checks the file—specially the Participant Training Plan, to ensure the expected reimbursement amount is the amount agreed upon.
 - This should be checked by the Job Developer before it gets submitted but having a second set of eyes helps protect against fiscal mistakes, which are hard to correct.
- As mentioned in the best practices, there are practices for both the business team and the fiscal team to implement.



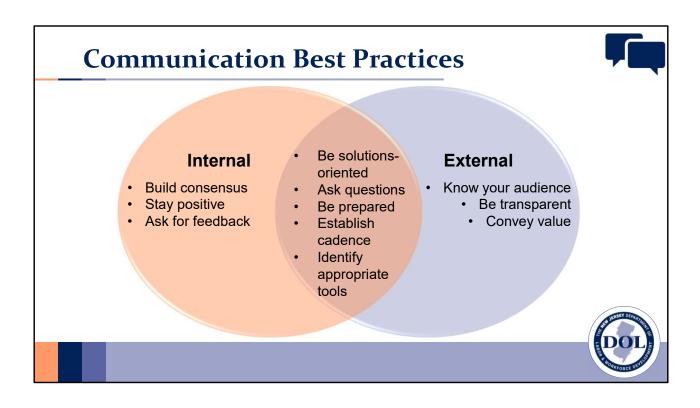
- In order to have a successful WBL Program, Job Developers and Fiscal need to work harmoniously to serve customers: employers and candidates. Working together as a team is a critical piece of implementing WBL programs.
- There are a few things you can do to promote and enhance teamwork:
- Be mindful of timeframes
 - Keep in mind that everyone is busy, and everyone has multiple responsibilities, so be mindful about turn around times for completed tasks.
 - Also, keep in mind both departments are serving employers, so you must work timely to address their needs or concerns.
- Understand responsibilities
 - Keeping both teams in the loop about responsibilities is key.
 - Sharing details about what each team is responsible helps foster awareness about workload.
- Communicate expectations
 - Each department needs to be on the same page in order to successfully work together.
 - Sit together to discuss what expectations should be and to ensure they are realistic.

- Keep the goal in mind
 - At the end of the day, both teams have the same goal: to help customers.
 - Use this goal as a way to unify the teams.
- Develop a communication strategy
 - A communication strategy can help manage expectations and foster understanding.



- A communication strategy is an outline of how you're going to communicate important information to key stakeholders throughout a project. This is different from a marketing strategy—this is not about how you are going to market WBL Programs, only how you are going to communicate internally and externally about WBL program. You can use a communication strategy with internal audiences, such as other departments and external audiences, such as employers.
- Regardless of the project or the audience, every communication strategy has the same benefits.
- Benefits of a communication strategy are:
- Creating written guidelines every team member can turn to at any time
 - o This allows a general understanding of communication practices
- Fosters transparency throughout the project
 - Every person involved in the project knows what the others are responsible for
- Encouraging the sharing of feedback to increase productivity and to avoid making the same mistakes
 - Working together to find better ways to accomplish tasks and refine communication processes
- Getting everyone to take ownership of their roles

- Written tasks that are shared with everyone creates accountability to followthrough
- Setting expectations for each task, no matter how minor they may seem
 - $\circ~$ Everyone knows what is expected so it minimizes misunderstandings
- A communication strategy has a lot of great benefits to help foster internal teamwork and enhance internal and external communication. If you do not have a communication strategy in place when communicating with employers about WBL or even internally, it is a good place to start the process to ensure you are collaborating and working together. Determining the cadence of communication should be a first step when completing WBL contracts.
- Components of a communication strategy:
- Goal
 - What is the goal of the communication?
 - Why is this information being communicated?
- Information
 - What is being communicated?
 - What is the topic being discussed?
- Audience
 - Who is the stakeholder?
 - Who is the information for?
- Messenger
 - Who is providing the information?
 - Who is responsible for the communication?
- Method
 - How is it occurring?
 - How is the communication happening? Over the phone? In person? Via email?
- Frequency
 - How often is it occurring?
 - Does it need to be communicated just once or on a reoccurring basis?
- Feedback
 - Stay open minded to feedback about adjustments needing to be made to the communication strategy
 - Adjust the communication strategy as appropriate
- Working through a communication strategy allows everyone involved to be informed, accountable, and on the same page.
- Having a communication strategy is ideal when determining how to communicate information about WBL programs and contracts.

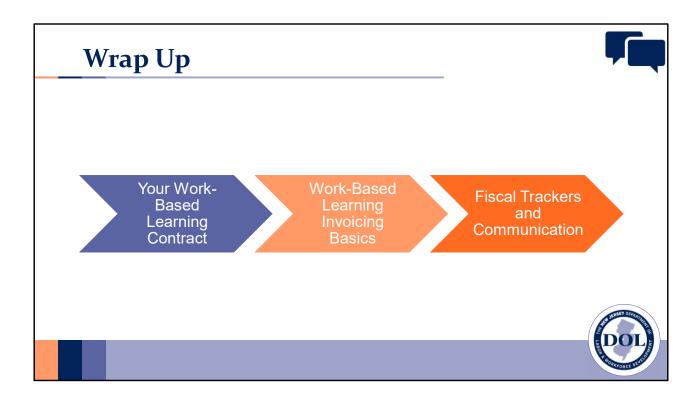


- There are a lot of different audiences that could be targeted when we are communicating information about performance data, budget figures or just the general details of WBL programs. Basically, there are a lot of stakeholders that are interested in the information about WBL programs.
- Knowing your audience is key when discussing WBL programs.
- There are a lot of considerations to take into account when thinking about how to best communicate with a specific audience. Here are a few best practices :
- Internal:
 - Build consensus
 - In your team, you always want to create an acceptable solution or method that all team members can support
 - Everybody can't get exactly what they want, but you should strive to make sure the decision or path-forward is acceptable enough for all team members to support
 - Stay positive
 - Manage your tone and attitude. It can be easy to become negative and problem-focused when presented with challenges
 - Remember, that you and your team have separate roles, but all have same goal

- Ask for feedback
 - Continuously improve your WBL program by probing for feedback on processes, action-steps, and even communication style
- External:
 - Know your audience
 - Knowing your audience allows you to tailor your message accordingly and fosters effective communication
 - You should communicate differently with an employer who you have not worked with before or had a prior poor experience with WBL programs vs an employer who you have a great relationship with and have worked with a lot
 - Be transparent
 - Don't over-promise! Know the limits with WBL. You can help businesses you are supposed to help businesses, but only in a specific way
 - It is okay to say "no, but..." or "no and..."
 - Don't shut down the conversation, but be realistic on what you can deliver and the ways you can help
 - Stay general and give examples. Don't give dollar amounts—funds change year to year and the eligibility of those funds can change as well
 - Also, keep in mind both customers—employers and candidates when prioritizing need. Your goal is to not only help businesses, but also the candidate, and it is okay to let the employer know that
 - Convey value
 - Creating value between WBL programs and employers is a great way to increase customer satisfaction and provide a positive customer experience
 - Understanding what the employer values and then communicating how WBL program supports that value is a great way to communicate information about WBL programs to employers
- Best practices for both internal and external are:
 - Be solutions-oriented
 - With every obstacle, bring a solution to the table
 - Staying focused on how to resolve issues instead of getting absorbed with fault or blame will foster better internal teamwork
 - Providing solutions to problems is a great way to sell WBL programs to employers—remember, WBL programs can be solutions to employer's pain points
 - Ask questions
 - You are providing information, but asking questions provides an understanding of how you should frame the information provided
 - ✓ Answer the question: how is the information relevant to the person you are providing information to?
 - Stay curious and relay information in a way of asking questions. Always ask yourself, "can this be done another way?"
 - $\circ~$ The only way you know the right solution is by asking questions to

understand the need/challenge/pain point

- Be prepared
 - o Always be prepared for meetings, internally and externally
 - Do whatever 'homework' is necessary before hand in order to demonstrate credibility
 - Being prepared allows you to communicate clearly and concisely
- Establish a communication cadence
 - With a communication strategy, you are able to determine the cadence in which you communicate with different audiences
 - Determining the frequency and method of communication provides a common understanding and sets expectations for everyone involved
- Identify appropriate communication tools
 - Identifying the appropriate method or tool used in communications with internal and external stakeholders enhances your communication by ensuring all communication is done in an efficient and effective way
 - It also allows for an easy escalation of communication in case the current tool is not working
 - ✓ Can escalate from email to phone and then phone to in-person
- Remember that this is not an exhaustive list
- Keep these best practices in mind when communicating about WBL programs, both internally and externally.



- Your Work-Based Learning Contract
 - Master agreement + Participant Training Plan = WBL Contract
 - Standardize documents help file integrity
 - Gets everyone on the same page
 - Auditing and monitoring need to occur frequently
 - Review file before action gets taken
- Work-Based Learning Invoicing Basics
 - Get monthly invoices with progress reports
 - Set a schedule to ensure timely reimbursement
- Fiscal Trackers and Communication
 - Track fiscal spending for WBL contract in one place, with expenditures and obligations
 - Business team and fiscal team to work together
 - When communicating performance, use a communication strategy and adjust style based on audience

