

### Instructions for Completing Business Services Report

Virginia workforce agencies are required to report on the number of businesses served by their workforce programs, as well as the industry and size category of each business served and the types of services that were provided. This data will be used to report to the Governor on Virginia's progress toward meeting annual goals for serving businesses, and it will be used to determine the employer penetration rate for WIOA performance reporting to the U.S. Department of Labor. The focus of these particular initiatives is on reporting the number of businesses served, not the number of business services provided; therefore, the report has been designed to collect data accordingly.

Each partnering program will designate one individual to share the business services report (BSR) with the Virginia Employment Commission (VEC). Please provide the name and e-mail address of this individual, along with their respective program they will be reporting for, to Paul Daniels ([Paul.Daniels@vec.virginia.gov](mailto:Paul.Daniels@vec.virginia.gov)) and Katrina Pettaway ([Katrina.Pettaway@vec.virginia.gov](mailto:Katrina.Pettaway@vec.virginia.gov)). At the beginning of each program year, the program designee will be e-mailed a blank BSR. This should be used to track businesses served throughout the program year in order to build a cumulative report by year-end. A new template will be provided for each new reporting year.

On a quarterly basis, each workforce program designee should submit their report to the Virginia Employment Commission (VEC) so that progress toward annual goals may be reported. This report will need to include the name, address, NAICS code, business size and type of service provided for businesses served. Businesses will be reported at the establishment-level, so each physical location of a business should be counted. This will aid in the de-duplication of businesses; it will also allow reports to be generated to determine the number of businesses served by the workforce system as a whole, as well as businesses served by workforce program, industry category, and establishment size. This data will also be used to report performance to DOL for the Effectiveness in Serving Employers measure, as required by WIOA.

#### In order to fill out the two digit NAICS code, please follow the following instructions:

##### Option A) Search NAICS based on business name and address, utilizing InfoGroup data from the Virginia Labor Market Information website at <https://virginiarmi.com>

- 1) On the left hand menu, under "Labor Market Profiles," click on "Employers" and then select "Employer Profiles."
- 2) Type business name into search bar
- 3) Select the appropriate business/address
- 4) Employer size and NAICS codes are listed in the "Other Information" block at the top of the page
- 5) For size, only classify as <250, or 250+
- 6) For NAICS, only copy the first two digits of the number (EX. 561311 becomes just 56)
- 7) In instances where a business has multiple NAICS codes listed, choose the one most appropriate to the location and services you have provided

For example, did you assist a windows company with their retail or with their manufacturing?

##### Option B) Utilize your knowledge of the business served to input the appropriate NAICS. You may draw on either resource listed below to assist you.

###### 1) North American Industrial Classification System search tool from the US Census Bureau at <https://www.census.gov/eos/www/naics/index.html>

Step 1: In instances where you know what the business does (i.e. manufacturing, law firm, sales, etc.), but you do not know the NAICS code, utilize this tool

Step 2: Type the keyword for what the business primary work is into the 2017 NAICS search box, located at the top left of the screen.

For example, if you assist Enterprise, type "car rental" into the search bar. You find that "car rental agencies" are listed with the NAICS code 53: Real Estate and Rental & Leasing.

Again, utilize only the first two digits of the NAICS code.

Step 3: If you have any questions, you can click on the NAICS code to obtain a description of that sector and ensure that it matches with what you know about the business

###### 2) Refer to the NAICS code guide on the spreadsheet, or attached to the email.

The VEC will collect data on businesses served by workforce programs, on a quarterly basis, in order to prepare summary reports for the Virginia Board of Workforce Development and the State Level Business Services team. Each quarter, workforce programs should continue adding data to the version of the report that was last submitted to the VEC, so that a cumulative report of the year-to-date data is provided each time. A blank template will be sent next program year to restart the process. Business addresses and services should be recorded in the Excel document when the service is provided so that the report will remain up-to-date. Each workforce program designee should provide their completed report to the VEC each quarter, according to the following schedule:

**Quarter 1 (Jul. 1-Sep 30, 2019) - October 15, 2019**

**Quarter 2 (Oct. 1-Dec. 31, 2019) - January 15, 2020**

**Quarter 3 (Jan. 1-Mar. 31, 2020) - April 15, 2020**

**Quarter 4 (Apr. 1-Jun. 30, 2020) - July 15, 2020**

The intent of this report is not to measure workforce program productivity, but it is instead to determine the number of unique businesses served. As a result, only one service per category, per business, needs to be reported. Each unique business should be entered as a separate row for each type of service provided, but a unique business that receives multiple instances of the same type of service should only be entered once. Furthermore, in alignment with the VEC's Quarterly Census of Employment and Wages report, each individual establishment will count as a unique business. As a result, if a workforce program provides services to employees at multiple locations of the same business, then each individual location should be reported separately in the data collection tool. The following is an example of a correct and incorrect way to capture business services.

Example 1: Correct

Business Name	Street Address	City	State	Zip Code	Service Provided Category
Capital One	123 Main St.	Anytown	EveryState	63104	Recruitment Services
Capital One	123 Main St.	Anytown	EveryState	63104	Labor Market Information
Capital One	123 Main St.	Anytown	EveryState	63104	Consulting Services
Capital One	456 Elm St.	Anytown	EveryState	63205	Consulting Services

Example 2: Incorrect

Business Name	Street Address	City	State	Zip Code	Service Provided Category
Capital One	123 Main St.	Anytown	EveryState	63104	Recruitment Services
Capital One	123 Main St.	Anytown	EveryState	63104	Recruitment Services
Capital One	123 Main St.	Anytown	EveryState	63104	Recruitment Services

When providing business names and addresses, please use full names and pay close attention to accuracy. Nicknames and errors will make de-duplicating, much more difficult. Additionally, please do not edit the template or format of the report in any way. This will make it difficult to summarize results.

A drop-down menu is provided in the template for the service categories, NAICS code, and Business Size. Please use the definitions provided below to identify the services that your staff provided to businesses. Do not include referrals to other programs unless the referral is the nature of the service.

**Accessing Untapped Labor Pools** – Businesses that 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.

**Assessments** – Businesses that received an assessment service that may include the following: individual client assessments, Work Keys profiles, career readiness, foundational skills assessment, assistive technology assessments, ergonomic assessments.

**Consulting Services** – Businesses that received a consulting service that may include pre-event preparation for hiring events, initial engagement with employers for registered apprenticeship, diversity consultations, business plans, rehabilitation engineer services, assistive technology, assistance in creating 503 employment/outreach plans for targeted employers that hire persons with disabilities, and initial rapid response consultation.

**Employer Information and Support Services** – Businesses that received staff-assisted services designed to educate them about and engage them in the local job market/economy and the range of services available through the local One-Stop delivery system. These services may be provided in a variety of service interventions, including orientation sessions, workshops, or other business consultations (e.g., initial site visits). Services include, but are not limited to, providing information on: state and federal tax credits or workforce investment incentives (state and federal tax credits (WOTC) or workforce investment 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; and proactive linkage and referral of establishments to community resources that support their workforce needs.

(The following are **NOT** reportable under this category: information and support services that are delivered through mass mailings or communications, "cold" calling or other follow-up contacts, and regular establishment newsletters, brochures, or publications.)

**Engaged in Strategic Planning/Economic Development** – Businesses that engaged in either workforce investment strategic planning or business growth and economic development strategic planning. These activities 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.

**Incumbent Worker Training Services** – Businesses that received with publicly-funded incumbent worker training assistance.

**Labor Market Information (LMI)** – Businesses that were provided with a LMI service that may include conducting economic impact analysis, developing targeted labor market information, and conducting NAICS (North American Industry Classification System) and SOC (Standard Occupational Classification) Code searches for employers and economic development. (Employer self-service through the Virginia Workforce Connection (VaWC) does **NOT** count as a service.)

**Layoff Aversion** – Businesses that received a layoff aversion service that assists employers in retaining their business or jobs. This may include early intervention for firms assessed at risk to help avoid layoffs; feasibility studies; incumbent worker training resulting in workers maintaining a current job or moving to other positions to avoid layoffs (this specific instance may be double-counted with training for incumbent worker training); a business connection to private loan program, or other local, state, or federal government resources that helps business remain open, reorganize under new ownership, or be purchased by a new owner, resulting in jobs being maintained; connection to economic development resources resulting in business assistance; and referrals to business focused organizations such as MATA AC (Mid-Atlantic Trade Adjustment Assistance Center) or GenEdge resulting in business assistance.

**Planning Layoff Response** – Businesses that received an initial on-site visit or contact, as required by WIOA section 3(S1)(A), to plan a layoff response following notification of a current or projected permanent closure or mass layoff, including natural or other disasters.

**Rapid Response/Business Downsizing Assistance** – Businesses that 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(S1)(A), plan a layoff response following notification of a current or projected permanent closure or mass layoff, including natural or other disasters.

**Registered Apprenticeships** – Businesses that received a registered apprenticeship service that may include business enrollment into the registered apprenticeship program, holding a business development meeting, business registration, occupation registration, apprentice registration, apprentice completion, quality assurance assessment, and EEO evaluations.

**Tax Incentives and Credits** – Businesses that received a service pertaining to the Work Opportunity Tax Credit (WOTC) and other tax incentives and credits for hiring individuals defined in the authorizing program. (Please do **NOT** include referrals to a program such as WOTC, unless your program directly provides the incentive or service.)

**Training Services** – Businesses that received publicly-funded training assistance, including customized training, on-the-job training, and incumbent worker training.

**Virginia Jobs Investment Program (VJIP)** – Businesses that received VJIP services.

**Workforce Recruitment Services** – Businesses that received workforce recruitment assistance from staff or remotely through electronic technologies. Activities include, but are not limited to, assisting employers to meet their human capital and skilled workforce needs by: supporting employers' search for qualified candidates; securing information on job requirements and providing employers with One-Stop staff support for candidate screening and pre-employment interviews at the One-Stop Career Center (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 One-Stop Career Center (or affiliate site) for screening or interviewing; conducting pre-employment testing, background checks and assistance in completion of the I-9 paperwork; and providing employers with job and task analysis services, and absenteeism analysis.

## Two-Digit NAICS Codes By Industry

72 - Accommodation and Food Services

56 - Administrative Support and Waste Management

11 - Agriculture, Forestry, Fishing and Hunting

71 - Arts, Entertainment and Recreation

23 - Construction

61 - Educational Services

52 - Finance and Insurance

62 - Health Care and Social Assistance

51 - Information

55 - Management of Companies and Enterprises

31-33 - Manufacturing

21 - Mining, Quarrying and Oil & Gas Extraction

81 - Other Services (Except Public Administration)

54 - Professional, Scientific and Technical Services

92 - Public Administration

53 - Real Estate and Rental & Leasing

44-45 - Retail Trade

48-49 - Transportation and Warehousing

22 - Utilities

42 - Wholesale Trade

Business Name	Street Address	City	State	Zip Code	Service Provided Category	NAICS (See Instructions)	Business Size (According to Establishment)
Sample Business	123 Main St.	Anytown	EveryState	63104	Accessing Untapped Labor Pools	44-45	<250
Coldwell Banker Real Estate	200 Market Street	Onancock	VA	23147	Other	53- Real Estate and Rental & Leasing	<250
Eastern Shore Rural Health	20398 Badger Lane	Onancock	VA	23147	Incumbent Worker Training Services	62- Health Care and Social Assistance	<250
VIP Salon & Spa	4247 Nelson Road	New Church	VA	23415	Training Services	61- Educational Services	<250
Chincoteague Chamber	6733 Maddox Blvd	Chincoteague	VA	23336	Engaged in Strategic Planning/Economic Development	54- Professional, Scientific and Technical Services	<250
RB Construction	4064 Mill Rd	Vienna	VA	21869	Labor Market Information	23- Construction	<250
Town of Onancock	15 North Street	Onancock	VA	23147	Engaged in Strategic Planning/Economic Development	92- Public Administration	<250
Ack NHC Planning District Commission	23372 Front Street	Accomac	VA	23301	Employer Information and Support Services	55- Management of Companies and Enterprises	<250
CDS	6200 Jefferson Davis Highway	Woodford	VA	22560	Training Services	54- Professional, Scientific and Technical Services	<250
Accomack County EMS	PO Box 426	Parkley	VA	23421	Accessing Untapped Labor Pools	61- Educational Services	<250
NASA Wallops Flight Facility	175 Chincoteague	Wallops Island	VA	23337	Workforce Recruitment Services	61- Educational Services	<250
A & N Electric Cooperative	21275 Cooperative Way	Tasley	VA	23144	Consulting Services	22- Utilities	<250
Ancora Educational Resources	8701 Bedford Ewells Rd Ste. 400	Hurst	TX	76053	Employer Information and Support Services	22- Utilities	<250
Parr Real Estate	22493 Lankford Highway	Cape Charles	VA	23310	Other	53- Real Estate and Rental & Leasing	<250
Tyson Foods	11224 Lankford Highway	Temperanceville	VA	23442	Registered Apprenticeships	11- Agriculture, Forestry, Fishing and Hunting	250+
SRS Group	33531 Chincoteague Rd	Wallops Island	VA	23337	Other	31-33- Manufacturing	<250
Hampton Roads Driving School	2955 VA Beach Blvd	VA Beach	VA	23452	Training Services	61- Educational Services	<250
Abilities Abound Physical Therapy and Wellness	765 Northumberland Hwy	Callao	VA	22435	Workforce Recruitment Services	62- Health Care and Social Assistance	<250
Allied RX	2105 E. Parham Rd. #108	Henrico	VA	23228	Training Services	62- Health Care and Social Assistance	<250
Amerigas	7201 George Washington Memorial Hwy	Gloucester	VA	23061	Workforce Recruitment Services	22- Utilities	<250
APS Transport, LLC.	603 7th Street	Laurel	MD	20707	Workforce Recruitment Services	48-49- Transportation and Warehousing	<250
Autumn Care	7600 Autumn Parkway	Mechanicville	VA	23116	Employer Information and Support Services	62- Health Care and Social Assistance	<250
Bay Agri	5306 Old VA Street	Urbanna	VA	23175	Workforce Recruitment Services	62- Health Care and Social Assistance	<250
C&A Trucking	10341 Copie Hwy	Kinsale	VA	22488	Workforce Recruitment Services	48-49- Transportation and Warehousing	<250
Carry-On Trailer	159 Industrial Park Dr.	Montross	VA	22520	Training Services	31-33- Manufacturing	250+
CDS	6200 Jefferson Davis Hwy.	Woodford	VA	22580	Training Services	48-49- Transportation and Warehousing	<250
Chesapeake Mechanical	4206 Stonewall Ave.	Richmond	VA	23225	Workforce Recruitment Services	22- Utilities	<250
Commonwealth Senior Living	511 Cedar Grove Rd	Farmham	VA	22460	Workforce Recruitment Services	62- Health Care and Social Assistance	<250
Compass Entertainment Complex	100 Entertainment Dr	Irvington	VA	22480	Workforce Recruitment Services	71- Arts, Entertainment and Recreation	<250
DARS	8004 Ferry Farms Drive	Henrico	VA	23229	Consulting Services	62- Health Care and Social Assistance	<250
Davis H. Elliott	21 Kirk Avenue SW	Roanoke	VA	24011	Workforce Recruitment Services	23- Construction	<250
Designated Logistics	9912 Governor Lane Blvd.	Williamsport	MD	21795	Workforce Recruitment Services	48-49- Transportation and Warehousing	<250
Dollar General Store	1098 General Puller Hwy.	Hartfield	VA	23071	Workforce Recruitment Services	44-45- Retail Trade	<250
Enchantment Resort	525 Boynton Canyon Rd.	Sedona	AZ	86336	Workforce Recruitment Services	71- Arts, Entertainment and Recreation	<250
Fortress Doors	3000 Mine Road	Fredericksburg	VA	22408	Employer Information and Support Services	44-45- Retail Trade	<250
Haven Shelter	102 Walnut Street	Warsaw	VA	22572	Workforce Recruitment Services	62- Health Care and Social Assistance	<250
Haynesville Correctional Center	421 Barnfield Rd.	Haynesville	VA	22472	Workforce Recruitment Services	81- Other Services (Except Public Administration)	<250
Heart to Heart Tng. Center	4345 New Town Ave. #200-A	Williamsburg	VA	23188	Training Services	62- Health Care and Social Assistance	<250
J&E Logging	PO Box 1123	Saluda	VA	23149	Workforce Recruitment Services	11- Agriculture, Forestry, Fishing and Hunting	<250
James Madison University	800 S. Main St.	Harrisonburg	VA	22807	Training Services	61- Educational Services	250+
Johnson, Inc.	7098 Isalah Rd.	Gloucester	VA	23061	Workforce Recruitment Services	23- Construction	<250
Lancaster County Boys & Girls Club	517 N Main Street	Kilmarnock	VA	22482	Workforce Recruitment Services	71- Arts, Entertainment and Recreation	<250
Lancaster High School	8815 Mary Ball Road	Lancaster	VA	22963	Workforce Recruitment Services	61- Educational Services	<250
Legal Aid Works/Fredericksburg	500 Lafayette Blvd #100	Fredericksburg	VA	22401	Workforce Recruitment Services	54- Professional, Scientific and Technical Services	<250
Lord Fairfax Community College	173 Skirmisher Ln.	Middletown	VA	22645	Training Services	61- Educational Services	<250
Lowes	2000 Tappahannock Blvd.	Tappahannock	VA	22560	Workforce Recruitment Services	44-45- Retail Trade	250+
M & M Building Supply	10859 General Puller Hwy.	Hartfield	VA	23071	Workforce Recruitment Services	23- Construction	<250
Marshall CDL Driving School	12204 Dumfries Rd.	Mannassas	VA	20112	Training Services	48-49- Transportation and Warehousing	<250
Mary Washington Small Business Development	479 Main Street	Warsaw	VA	22572	Workforce Recruitment Services	61- Educational Services	<250
Mathews Dept. of Social Services	536 Church St	Mathews	VA	23109	Workforce Recruitment Services	62- Health Care and Social Assistance	<250
McEroy Truck Lines	2302 NC-48	Pleasant Hill	NC	27866	Workforce Recruitment Services	48-49- Transportation and Warehousing	250+
Middlesex County Dept. of Social Services	2893 General Puller Hwy.	Saluda	VA	23169	Workforce Recruitment Services	62- Health Care and Social Assistance	<250
Mission BBQ	13430 Hull Street Rd	Middlethian	VA	23112	Employer Information and Support Services	72- Accommodation and Food Services	<250
MPNN CSB	414 Main Street	Warsaw	VA	22572	Workforce Recruitment Services	62- Health Care and Social Assistance	<250
National Association of Landscape Prof.	12500 Fair Lakes Cr.	Fairfax	VA	22033	Training Services	11- Agriculture, Forestry, Fishing and Hunting	<250
National Freight Inc.	7801 Pocahontas Trail	Williamsburg	VA	23185	Workforce Recruitment Services	48-49- Transportation and Warehousing	<250
New Kent Dept. of Social Services	7911 Courthouse Way	New Kent	VA	23124	Workforce Recruitment Services	62- Health Care and Social Assistance	250+
Northern Neck Computer Consultants, LLC	748 S Main St	Kilmarnock	VA	22482	Training Services	54- Professional, Scientific and Technical Services	<250
Northern Neck Lumber	16056 Historyland Hwy	Warsaw	VA	22572	Employer Information and Support Services	11- Agriculture, Forestry, Fishing and Hunting	<250
Northern Neck regional Jail	3908 Richmond Rd.	Warsaw	VA	22572	Workforce Recruitment Services	81- Other Services (Except Public Administration)	250+
Northern Neck Technical Center	13946 Historyland Highway	Warsaw	VA	22572	Workforce Recruitment Services	61- Educational Services	<250
Pallet Machinery Service, Inc.	651 Airport Rd	Tappahannock	VA	22560	Workforce Recruitment Services	31-33- Manufacturing	<250
Reeds Moving Systems	1072 Droppoff Rd.	Summersville	SC	29483	Workforce Recruitment Services	48-49- Transportation and Warehousing	<250
Richmond County Social Services	5579 Richmond Rd.	Warsaw	VA	22572	Workforce Recruitment Services	62- Health Care and Social Assistance	<250
River Pools	196 Selftown Rd.	Warsaw	VA	22560	Workforce Recruitment Services	31-33- Manufacturing	<250
Riverside Regional Medical Center	608 Denbeigh Blvd. #701	Newport News	VA	23608	Workforce Recruitment Services	62- Health Care and Social Assistance	<250
Riverside Walter Reed Hospital	7519 Hospital Drive	Gloucester	VA	23061	Employer Information and Support Services	62- Health Care and Social Assistance	250+
Shippers Choice	1151 West Hundred Rd.	Chester	VA	23836	Training Services	48-49- Transportation and Warehousing	<250
Southside VA CC	1041 West 10th St.	Blackstone	VA	23824	Training Services	61- Educational Services	<250
The Orchard	20 Delfae Dr.	Warsaw	VA	22572	Workforce Recruitment Services	62- Health Care and Social Assistance	<250
Three Rivers Health Department	2780 General Puller Highway	Saluda	VA	23149	Workforce Recruitment Services	62- Health Care and Social Assistance	<250
Today's Dental Assisting	7450 Richmond Rd.	Williamsburg	VA	23188	Training Services	62- Health Care and Social Assistance	<250
Union Bank	2811 Fall Hill Avenue	Fredericksburg	VA	22401	Employer Information and Support Services	52- Finance and Insurance	<250
Victor Randall Logging	15140 New Kent Highway	Lanexa	VA	23089	Employer Information and Support Services	11- Agriculture, Forestry, Fishing and Hunting	<250
Vulcan Materials Company	5266 George Washington Hwy.	Gloucester	VA	23061	Workforce Recruitment Services	23- Construction	250+
Walmart	200 Old Fairgrounds Way	Kilmarnock	VA	22482	Employer Information and Support Services	44-45- Retail Trade	250+
Webbs Lawn Service	20 Whisk Drive	White Stone	VA	22578	Training Services	81- Other Services (Except Public Administration)	<250
Westmoreland County Social Services	18849 Kings Hwy.	Montross	VA	22520	Workforce Recruitment Services	62- Health Care and Social Assistance	<250
Yorktown Convalescent Center	133 Battle Rd.	Yorktown	VA	23692	Workforce Recruitment Services	62- Health Care and Social Assistance	<250
CC Home & Hospice of VA	4547 Empire Ct, VA	Fredericksburg	VA	22408	Workforce Recruitment Services	62- Health Care and Social Assistance	<250
Perma Treat Pest and Termite Control	501 Lafayette Blvd.	Fredericksburg	VA	22401	Workforce Recruitment Services	81- Other Services (Except Public Administration)	<250
Mary Washington Health Care	2300 Fall Hill Ave, #27	Fredericksburg	VA	22401	Workforce Recruitment Services	62- Health Care and Social Assistance	250+
LifeCare Medical transport	1170 International Parkway	Fredericksburg	VA	22406	Workforce Recruitment Services	62- Health Care and Social Assistance	250+
Magnolia Home Care	2217 Princess Anne Avenue, Suite 219-1B	Fredericksburg	VA	22401	Workforce Recruitment Services	62- Health Care and Social Assistance	250+
McLane Mid Atlantic Company	56 McLane Drive	Fredericksburg	VA	22406	Workforce Recruitment Services	48-49- Transportation and Warehousing	250+
VA Eagle Distributing	6839 Industrial Road	Springfield	VA	22151	Workforce Recruitment Services	48-49- Transportation and Warehousing	250+
University of Mary Washington (Sodexo)	1301 College Ave	Fredericksburg	VA	22401	Workforce Recruitment Services	72- Accommodation and Food Services	250+

Notes