WIOA Effectiveness in Serving Employers Data Elements: Employer Penetration Rate & Repeat Business Customers				
DATA ELEMENT NO.	DATA ELEMENT NAME	DATA TYPE/ FIELD LENGTH	DATA ELEMENT DEFINITIONS/INSTRUCTIONS	CODE VALUE
E1	Employer Penetration Rate (Numerator)	IN 8	Record the total number of establishments, as defined by the Bureau of Labor Statistics Quarterly Census of Earnings and Wages program, that received a service or, if it is an ongoing activity, are continuing to receive a service or other assistance during the reporting period.	XXXXXXXX
E2	Employer Penetration Rate (Denominator)	IN 8	Record the total number of establishments, as defined by the Bureau of Labor Statistics Quarterly Census of Earnings and Wages program, located within the State during the final month or quarter of the reporting period.	XXXXXXXX
E3	Repeat Business Customers (Numerator)	IN 8	Record the total number of establishments, as defined by the Bureau of Labor Statistics Quarterly Census of Earnings and Wages program, that received a service or, if it is an ongoing activity, are continuing to receive a service or other assistance during the reporting period (E1), AND who utilized a service anytime within the previous three years (E4).	XXXXXXXX
E4	Repeat Business Customers (Denominator)	IN 8	Record the number of unique business customers (establishments - as defined by the Bureau of Labor Statistics Quarterly Census of Earnings and Wages program) who have received a service previously in the last three years.	XXXXXXXX

Note: the employee retention rate specifications are not mentioned here as that information is collected by participant and is part of the PIRL.

B - Employer Services	Reporting Specifications/ Instructions
Employer Information and Support Services	Enter the total number of establishments who, during the reporting period, 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. 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 that are 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: • State and federal tax credits or workforce investment incentives (state and federal tax credits (WOTC) 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; and • Proactive linkage and referral of establishments to community resources that support their workforce needs.
Workforce Recruitment	

Assistance	Enter the total number of establishments who, during the reporting period, 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 an 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.

Engaged in Strategic Planning/ Economic Dev.	Enter the total number of establishments who, during the reporting period, were engaged in either workforce investment strategic planning or business growth and economic development strategic planning. These activities could 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	Enter the total number of establishments who, during the reporting period, 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	Enter the total number of establishments who, during the reporting period, received publicly funded training assistance, including customized training, on-the-job training, and incumbent worker training.
Incumbent Worker Training Services	Enter the total number of establishments who, during the reporting period, received publicly funded incumbent worker training assistance.

Rapid Response/ Business Downsizing Assistance	Enter the total number of establishments who, during the reporting period, 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	Of the total number of establishments reported in Row C.6, enter the total number of 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.
C - Performance Results	**Reporting Specifications/ Instructions**
Employer Penetration Rate	Employer Penetration Rate (Numerator) ÷ Employer Penetration Rate (Denominator) X 100
Repeat Business Customers Rate	Repeat Business Customers (Numerator) ÷ Repeat Business Customers (Denominator) X 100