

## Policy 12-721: Mandated Use of OhioMeansJobs.com

<b>Reference State Policy:</b>	WIOAAPL No. 17-01
<b>Board Approved:</b>	April 16, 2024
<b>Revision Approved:</b>	
<b>Effective Date:</b>	April 16, 2024
<b>Policy Obsoletes:</b>	

### **I. Purpose**

The purpose of this policy is to outline the requirements for using OhioMeansJobs.com to deliver labor exchange services in the workforce delivery system.

### **II. Background**

OhioMeansJobs.com is Ohio's labor exchange system aiding employers in finding qualified talent and helping job seekers in Ohio locate employment throughout the state. The labor exchange system is defined as job search, placement assistance, career counseling, and resume posting activities for job seekers and appropriate recruitment, job posting, resume searching, and other business services for employers seeking assistance with their talent acquisition needs. The system also supports job seekers with job matching capability as well as information including, but not limited to, career choices, job fairs, and training opportunities.

Under section 6301.03 of the Revised Code, OhioMeansJobs.com must be utilized for labor exchange activities. The Ohio Department of Job and Family Services (ODJFS) and local workforce development areas (local areas) provide labor exchange activities and services for job seekers and employers. Staff from ODJFS and local programs and partners under contract or agreement with ODJFS that receive federal or state funding from ODJFS are required to solely utilize OhioMeansJobs.com for labor exchange activities for the state of Ohio.

Labor exchange activities for the purposes of this policy are job search, placement assistance, career counseling, resume posting, job posting, and resume searching. Any placement activity must continue to be recorded in Ohio's Workforce Case Management System (OWCMS).

This policy impacts staff who deliver Workforce Innovation and Opportunity Act (WIOA) services, Wagner-Peyser Employment Services, Veteran Services, and other partner programs in the American Job Centers (which in Ohio are called OhioMeansJobs centers). This policy may also impact the county departments of job and family services, county children services agencies, and county child support enforcement agencies.

### **III. Definitions**

**Business services:** Services made available through the OhioMeansJobs centers to local employers, specifically labor exchange activities and labor market information. These services are requested by the employer and include the following:

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1. Appropriate recruitment and other business services on behalf of employers; and
2. Provision of workforce and labor market employment statistical information, including the provision of accurate information relating to local, regional, and national labor market areas, including job vacancy listings, job skills that employers desire, and in-demand occupations.

Job lead: Providing information to an individual of companies that typically have positions available for a type of job.

Job seeker: Any customer seeking labor exchange services who comes into the OhioMeansJobs center or registers on OhioMeansJobs.com.

Labor exchange services: Services provided to job seekers and businesses which include job search, placement assistance, and career counseling for job seekers, and appropriate recruitment, job posting, resume searches, and other business services conducted on behalf of businesses in the local area.

Employment Services staff: ODJFS state merit staff who provide Wagner-Peyser, migrant and seasonal farm worker (MSFW), and Veteran Services.

Referral: A job seeker who is directed by the OhioMeansJobs center to employment opportunities with a particular business.

Social media: Websites and other online means of communication that are used by large groups of people to share information and to develop social and professional contacts. Examples of social media include, but are not limited to, OhioMeansJobs center websites, Facebook, Twitter, Instagram, Linked-In, and Snap Chat.

### **IV. Requirements**

#### **A. Responsibilities of the OhioMeansJobs Center Operators, WIOA Staff, and Employment Services Staff**

WIOA and Employment Services staff who provide services for job seekers and employers must have access to the labor exchange functions in OhioMeansJobs.com and be knowledgeable in the use of the OhioMeansJobs.com system.

1. Labor Exchange Activities with the Job Seekers

WIOA and Employment Services staff will ensure that all job seekers seeking services through the WIOA, Wagner-Peyser, Veteran Services, and MSFW programs will be registered in OhioMeansJobs.com and use this website for posting resumes and obtaining information on job openings.

Staff from these programs must ensure all job seekers will be able to obtain meaningful and equivalent access to job matching services (including individuals with disabilities or individuals who have limited English proficiency or are computer-illiterate), in posting a resume, obtaining information on job openings posted in the job matching system, obtaining labor market information, and accessing employment and training opportunities, by one or more of the following methods:

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- a. Registering directly over the Internet using the Internet-based job matching system at [www.ohiomeansjobs.com](http://www.ohiomeansjobs.com); or
- b. Calling or visiting any OhioMeansJobs Center in Ohio.

In support of existing federal and state policy, the Jobs for Veterans Act requires that, with all things being equal, veterans receive priority over non-veterans to any and all program services, including resume searches and job referrals. Workforce Innovation and Opportunity Act Policy Letter (WIOAPL) No. 15-20.1, Priority of Service for Veterans and Eligible Spouses, provides additional information regarding prioritizing services for veterans and eligible spouses.

### 2. Labor Exchange Activities with Employers

WIOA and Employment Services staff providing labor exchange and business services will advise employers on the use of OhioMeansJobs.com to maximize their efforts in hiring qualified applicants. Employers may either post job opportunities on OhioMeansJobs.com themselves or seek the assistance of WIOA or ES staff.

WIOA and Employment Services staff and/or any OhioMeansJobs center operator staff performing the job order functions must be trained and knowledgeable in the use of the OhioMeansJobs.com system. No referrals may be made to employers of potential job seekers unless WIOA, Wagner-Peyser, veteran, or MSFW program staff has verified that the resumes of the potential job seekers are on OhioMeansJobs.com. Furthermore, it is critical that staff ensure job orders meet federal and state laws and requirements since this is a publicly funded labor exchange system.

## B. **Use of Social Media**

Many local areas utilize social media to advertise events, such as job fairs; to search job openings; or to post job openings.

### 1. Labor Exchange Activities

There must be a hyperlink on the social media to direct job seekers and businesses back to OhioMeansJobs.com to view the job opportunity (i.e., specific job order on OhioMeansJobs.com), to conduct job searches, or to post job openings.

Social media cannot include a feature to post jobs only locally, and must instead include a feature to capture information from an employer to assist staff with posting a job on OhioMeansJobs.com.

If social media contains a section about "employer services," it must include a section dedicated to promoting the job posting feature available on OhioMeansJobs.com as a self-service option.

### 2. Career Fairs

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Career fairs and other events must be placed on OhioMeansJobs.com prior to advertisement on social media. Information regarding the event may be accessed by the job seeker or business through a hyperlink to OhioMeansJobs.com.

### **3. Social Media Naming**

A consistent naming mechanism must be used on all social media. Except for Twitter, this naming mechanism is Ohiomeansjobs (County Name). For Twitter, the naming mechanism is OMJ (County Name). Handle names on social media must also use this naming mechanism; there shall be no abbreviations.

The OhioMeansJobs center may continue to use an existing naming mechanism or handle name on social media as long as the naming mechanism/handle name meets the requirements stated above (with the exception of capitalization requirements).

Additionally, if a social media's requirements change involving the naming mechanism/handle name, ODJFS may, at its sole discretion, amend the requirements for naming mechanism/handle name to reflect these changes.

### **4. Social Media Profiles**

ODJFS will provide profile pictures to all OhioMeansJobs centers; these provided profile pictures must be used on all social media, except for websites.

## **V. Technical Assistance**

For additional information, you may send your questions to ODJFS, Office of Workforce Development: [WIOAQNA@JFS.OHIO.GOV](mailto:WIOAQNA@JFS.OHIO.GOV).

## **VI. References**

Workforce Innovation and Opportunity Act, §§ 134 and 303, Public Law 113-128.

20 CFR Parts 653 and 678.

29 U.S.C. 49, et seq.

29 U.S.C. 3101 et seq.

R.C. 6301.03

ODJFS, Workforce Innovation and Opportunity Act Policy Letter No. 15-20.1, Priority of Service for Veterans and Eligible Spouses (August 18, 2017).

### **Rescission**

ODJFS, [Workforce Investment Act Policy Letter No. 13-04](#), Mandate Use of OhioMeansJobs.com for Job Placement and Referral Activities in Ohio (December 26, 2013).