A Modernized Workforce Development System

Salesforce Workforce Development Solution

salesforce government

Employment for our citizens remains steadfast as a top imperative for government regardless of the economic climate. Creating a favorable workforce and economic environment involves many key, if not all, government agencies and with increasing legislative and leadership expectations, the accountability for doing so has heightened. To be able to effectively and efficiently carry out the spectrum of services for external customers and internal partners like job-seekers, employers, service providers, and agency stakeholders is critical to the job-driven mission.
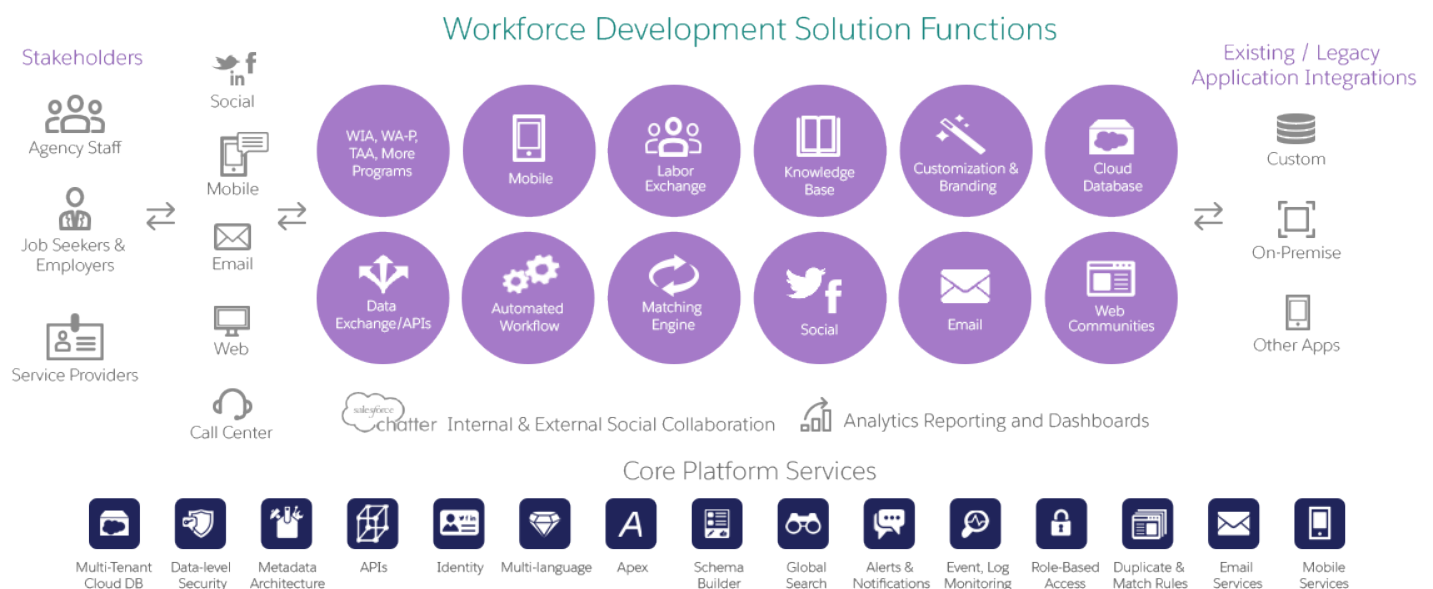
As engaged staff work towards delivering the necessary services and support, they are finding that existing processes and systems are unnecessarily constraining the delivery of a job-ready workforce.

The Salesforce Workforce Development solution is a collaborative platform to connect people, jobs, programs, and data to advance the economic viability of a community.

Challenges

The challenge for many workforce development agencies is there have been too few technology options. Either you choose an off-the-shelf solution that lacks customizability, doesn't scale efficiently, is not fully mobile and unable to adapt to the departments changing needs, or you invest heavily trying to develop and support an in-house solution, requiring major upfront and ongoing investments in hardware, software and development resources just to stay current. Additionally, agencies must provide access to and capture data from hundreds of local workforce areas and grant partners, increasing the complexity in data management.

In addition, a unique challenge that states and many local regions face is around collaboration. Partners are siloed making it hard to share data and relevant information between agencies. With the Workforce Innovation and Opportunity Act (WIOA) mandating stronger collaboration between agencies and other partners, state and regional workforce development departments are searching for ways to tear down these silos of communication barriers in order to streamline service delivery and improve performance.

Workforce Development Solution Functions

Stakeholders: Agency Staff, Job Seekers & Employers, Service Providers

Social, Mobile, Email, Web, Call Center

WIA, WA-P, TAA, More Programs · Mobile · Labor Exchange · Knowledge Base · Customization & Branding · Cloud Database

Data Exchange/APIs · Automated Workflow · Matching Engine · Social · Email · Web Communities

Existing / Legacy Application Integrations: Custom, On-Premise, Other Apps

salesforce chatter Internal & External Social Collaboration · Analytics Reporting and Dashboards

Core Platform Services: Multi-Tenant Cloud DB · Data-level Security · Metadata Architecture · APIs · Identity · Multi-language · Apex · Schema Builder · Global Search · Alerts & Notifications · Event, Log Monitoring · Role-Based Access · Duplicate & Match Rules · Email Services · Mobile Services

Components of the Modern Workforce System

In order to address these challenges, we are pleased to present a solution to help deliver a robust and complete WIOA system that will give the State, its partners, and its citizens, the ability to collaborate and share relevant data. The Salesforce Workforce Development solution, built on our proven Salesforce Platform and pulling together the Launchpad (a Salesforce workforce development partner) App from our AppExchange, modernizes today's Workforce Development/Labor Exchange Systems by providing your agency with the following capabilities:

Case Management Tracking

The Salesforce Workforce Development solution provides out of the box functionality to track workforce programs (WIA, Wagner Peyser, TAA, TANF), as well as the ability to customize or create new trackable programs. Easily track assessment, eligibility, enrollment, participation, service activities, exits, follow-ups and outcomes. Additionally, with our built in CRM for employer tracking using Salesforce, accelerate labor exchange with employers, contact, jobs, matches, application and placement tracking.

Reporting & Analytics

Any workforce data system must effectively track workforce common measures, which ours does outstandingly, however our solution also resolves a major challenge faced by state and local agencies; Local Area ad-hoc reporting. A common challenge of current state workforce systems is they are designed to only effectively report at the state level but leave local levels without the capability to create ad-hoc reports, creating a challenge for local regions that need to do in-depth analysis. Additionally, local regions also manage other programs, meaning they must invest in additional case management systems in order to track and report on these programs, resulting in duplication in costs and complexity. Our solution solves this problem by balancing the needs of the state structure, while being flexible enough to allow local areas to run real-time, ad-hoc reports, as well as customize (based on permissions) so they can track local programs; a win-win for State and Local agencies.

Integration & Data Exchange with Other Applications

In the case where the system needs to integrate with a local case management system, or an internal State system, integration options range from native Web Services support (APIs, outbound workflow, etc.) to import/export utilities to middleware integration via packaged connectors to toolkits for Java, .NET, and other open platforms. Our solution provides the ability to call out to virtually all common APIs, to enable synchronization, push / pull, and mash-ups with external apps/systems enabling numerous local agencies to exchange data with the new system more easily and in real time.

Launchpad Career Link™ - Online, Connected Labor Exchange

Our solution modernizes the concept of labor exchange, by incorporating the latest in self-service, mobile and social technologies. We combine tools popular in traditional job boards like Monster, social capabilities of LinkedIn, and online learning like Khan Academy, to make a truly self service Labor Exchange. Capabilities by user type include:

> **Employers** - Create account, post jobs, search candidates, track applications, make hires, create and participate in online industry groups similar to LinkedIn. Communicate directly with workforce staff.

> **Job Seekers** - Register, search and apply for jobs, track applications, search online help center/ take online training and certifications, create and join online job clubs groups. Additionally, submit cases and communicate directly with workforce staff.

> **The State & Local Staff** - Approve, track and report on all online activities, and associate with account or application record. Create new help articles and online learning courses. Participate in group conversations.

Consolidate into one, Customizable System of Engagement

Salesforce's world leading, trusted cloud application development system allows agencies and partners to build applications that achieve a 70% accelerated time to value and at approximately half the infrastructure cost of traditional, on-premise system implementations. Your agency would have the ability to customize and create new applications and functionality to track new programs or program changes, without the need for coding. Independent studies conducted by leading Industry Analysts such as Gartner, Forrester and IDC (International Data Corporation) show how cost effective and the large ROI potential of the Salesforce cloud application development environment. In IDC's Study published in February, 2014 (View IDC Report), the following key Business Value results were cited when comparing the Salesforce rapid applications development environment versus traditional on-premise application development environments:

Salesforce delivered an average 520% ROI

> 70% accelerated time to market

> 80% more applications launch per year

> 44% increase in application development capacity while reducing IT costs

> 75%-85% reduction in infrastructure costs

Encourage Regional Collaboration with Salesforce Communities

Workforce development agencies and their partners will need to break down silos and drive deeper collaboration and connections around programs. Regions such as Los Angeles and Wisconsin are already using online communities to connect workforce, economic development and education, connecting teams and eliminating duplication in outreach and service delivery. Communities are branded spaces (portals) for employers, job seekers, service providers, and partners to connect online or from a mobile device. The Job Seekers and Employer Communities act much like a job board/ labor exchange, but could also extend to online elearning, job club groups, knowledge base and more. Training Providers can create and manage accounts, add new programs, receive referrals, and track performance. Partners can receive and track referrals, access records, collaborate with staff and teams and much more. Because Communities are customizable, you would have full control to add new features, and control access of existing features for community users.

Close Cases Faster with the Right Answer Every Time.

Our patented knowledge base technology enables your agents to pinpoint what's relevant to the customer. In addition, this same knowledge base can be exposed to the web and social media channels to improve call deflection rates and ensure your agency and its partners are delivering a consistent message no matter where the customer chooses to engage. Salesforce provides tools--like knowledge analytics and widgets--that keep your knowledge resources up to date and exposed to the proper channels. Pre-filter articles with advanced dimensional capabilities. Design knowledge templates such as How Tos, FAQs, etc. and link to external knowledge sources using a rich text article publisher.

100% Mobile, Deliver Service Anytime, Anywhere, on any Device.

The Salesforce1 Mobile App lets your agency connect to your job seekers and employers in a whole new way. Customers can use any mobile device to submit, update, and check status of applications and cases though the engagement center portal. The Salesforce1 Mobile App is provides your agency and partner internal users with a completely unified, seamless mobile experience across iOS and Android smartphones and tablets, so case managers and job developers can deliver service anywhere. Salesforce customers have reported 29% increase in productivity by enabling mobile access to access content, experts, files, and apps.

Key Benefits

> Customizable, easy to use, automated workflows, fast deployment solution

> Integrate and exchange data between internal and external systems

> Easy to configure and scale on demand to changing needs

> Report common measures and create custom reports and dashboards

> Anywhere, anytime, any device mobile access for staff, job seekers and employers

> Integrated online and offline labor exchange

> Track WIA, WA-P, TAA and more

> Extensibility with Salesforce Platform

To learn more about this solution, please call **(844)807-8829**