



CLOUD POWERED WORKFORCE DEVELOPMENT



THE CUSTOMER SUCCESS PLATFORM

# 5 ways Technology is Transforming Workforce Development

United States Conference of Mayors, Workforce Development Council

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September 22, 2015

Contact Us: Abraham Jankans e: [ajankans@launchpadco.com](mailto:ajankans@launchpadco.com) m: (310) 363-0894

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The Salesforce logo, which consists of the word "salesforce" in white lowercase letters inside a blue cloud-like shape.

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# Today's Agenda

Make Data Driven Decisions  
Be Truly Demand Driven  
Connect With Partners

- Introductions
- What We're Hearing From You
- **5 Components of the Future Workforce System**
- About Launchpad
- About Salesforce
- City of Los Angeles Experience



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# Introductions



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# Three Market Forces Driving Change



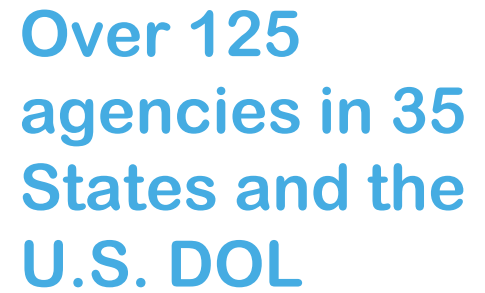
Legislative - WIOA & Other Legislative Changes



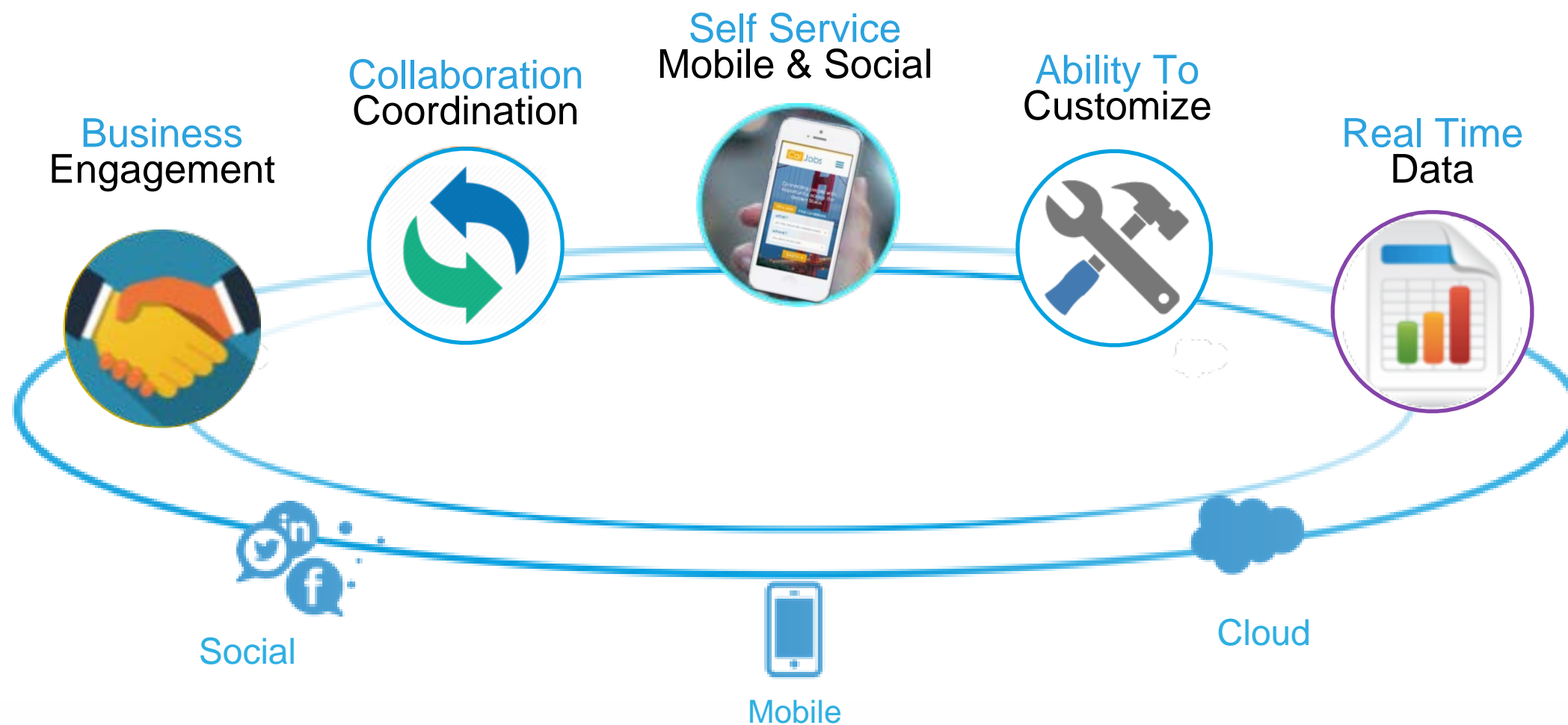
Economic - Rapid Job Growth, Lagging Skills Gap



Technological - Everyone (Employers, Job Seekers, Providers) Are Mobile & Social.



# 5 Components of The Future Workforce Data System



# Demand-Driven Business Engagement



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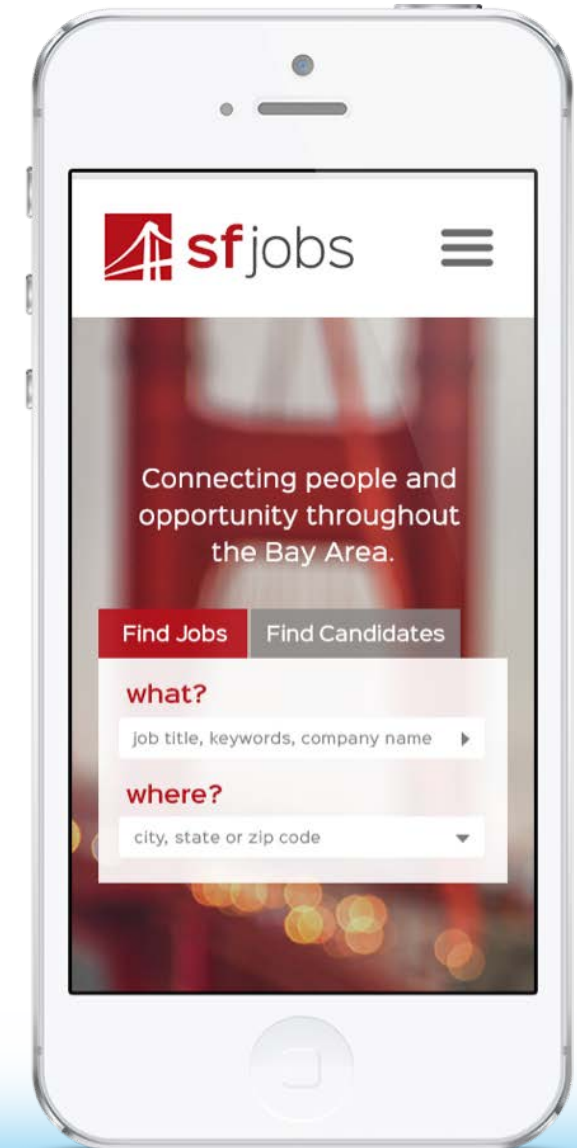
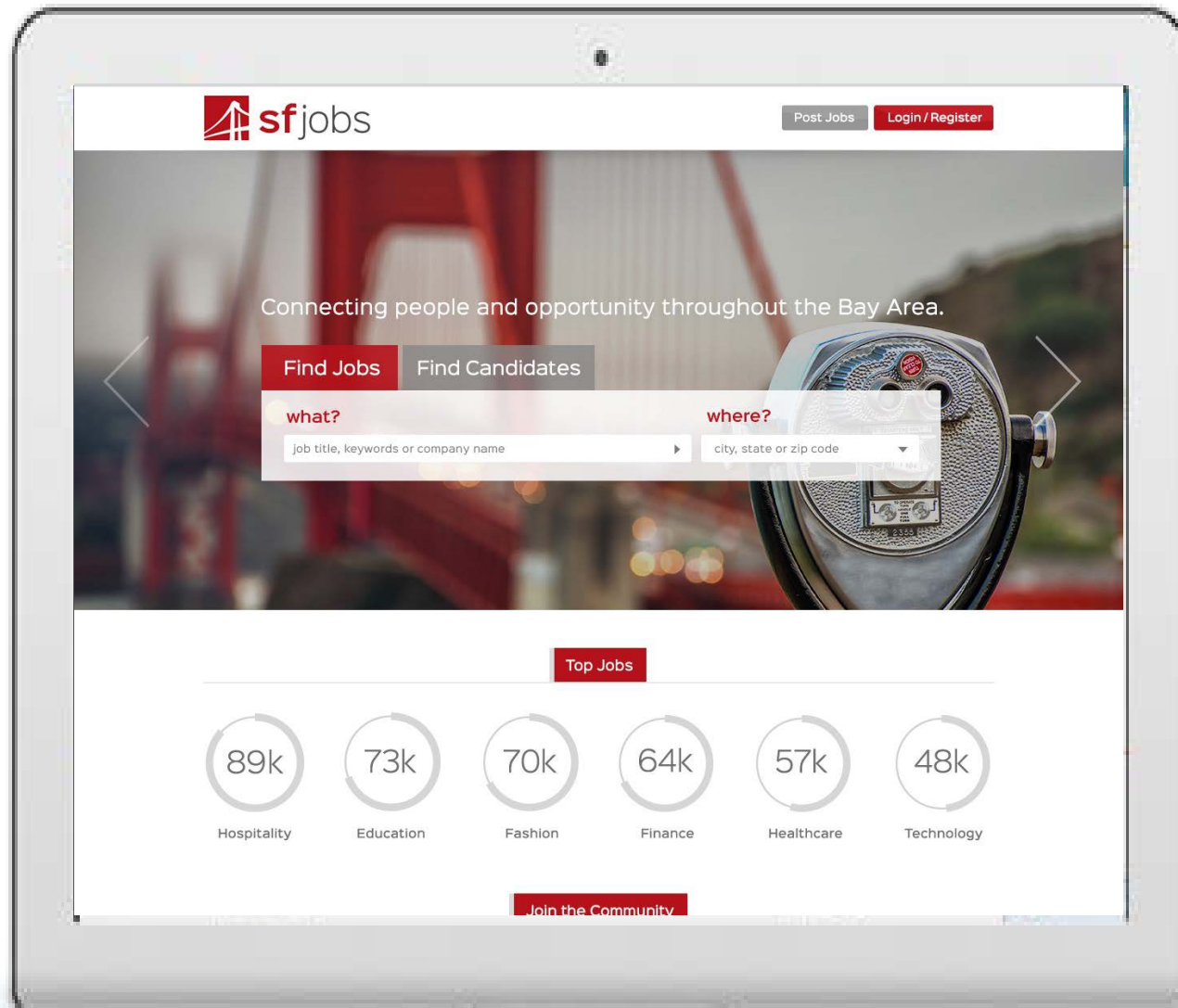
# San Francisco Office Of Economic & Workforce Development

- No way to track First Source Employers
- 50 Service Providers Delivering Un-coordinated Employment Services.
- No control over quality AND no access to data.
- Underperforming Labor Exchange (HireSF)

# San Francisco Office Of Economic & Workforce Development

- Implemented CRM/ ATS
- Replacing HireSF system with our Labor Exchange (Salesforce Communities).
- Automate job matching
- Connecting Employers, Job Seekers, Staff & Providers.
- Aligning 50 service providers using Partner Communities.

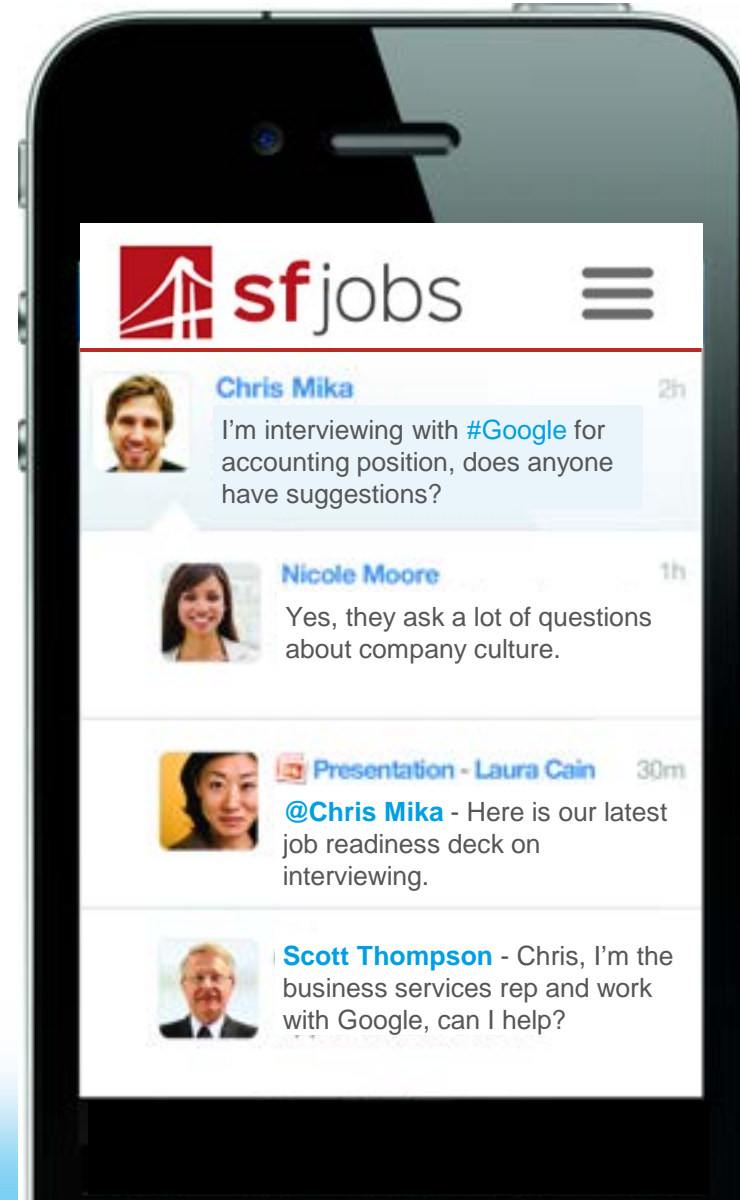
# sfjobs Connected, Social, Mobile Labor Exchange



# Mobile, Social, Collaborative Employer & Job Seeker Engagement

## Deliver workforce services 24/7 with Employer, Job Seeker and Provider Communities

- Go beyond traditional job boards with Social labor exchange.
- Reduce case loads with knowledge bases
- Deliver eLearning with Litmos or Cornerstone



# Collaboration



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# Skills Wisconsin Innovation Project

- A lot of duplication in the Workforce System.
- No coordination between Workforce, Economic Development & Education.
- No data on all the programs they were doing.



# Skills Wisconsin Innovation Project

- Formed Skills Wisconsin Consortium: 11 Workforce Boards, State Workforce Dept. State Economic Development Agency and Technical College System.
- Implemented Launchpad (Business CRM/ Salesforce) and put all Business Services teams on the system.
- Connected with Economic Development to engage businesses earlier.

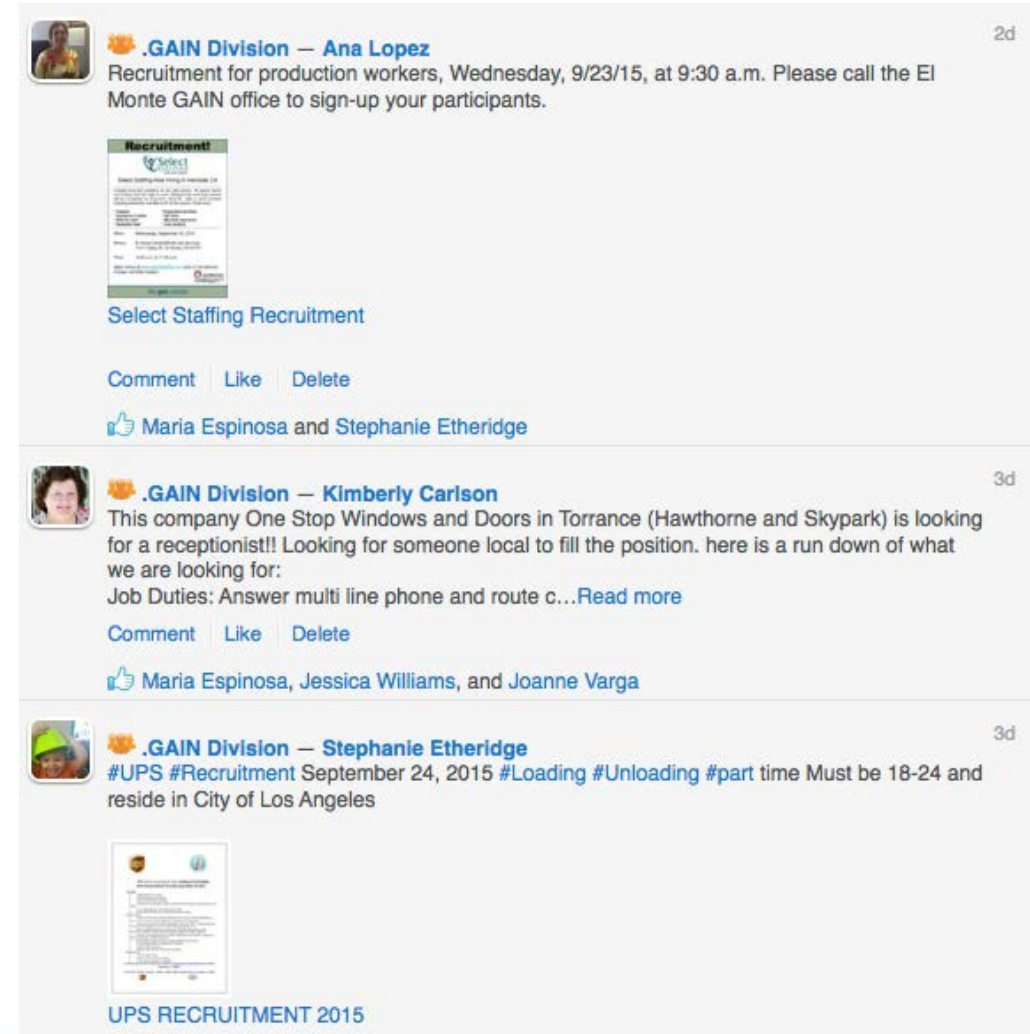
# Connect Workforce, Economic Development & Education

Connect Business Services staff across agencies and regions.

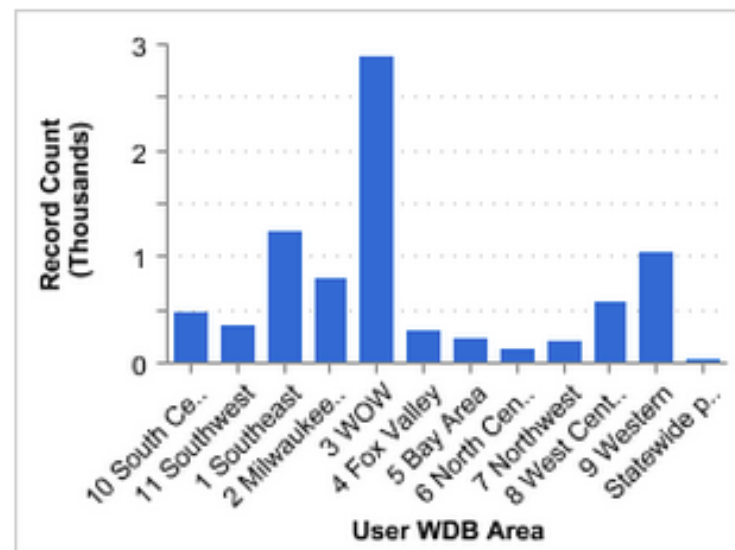
Breakdown communication silos

Collaborate between Workforce, Economic Development and Community Colleges.

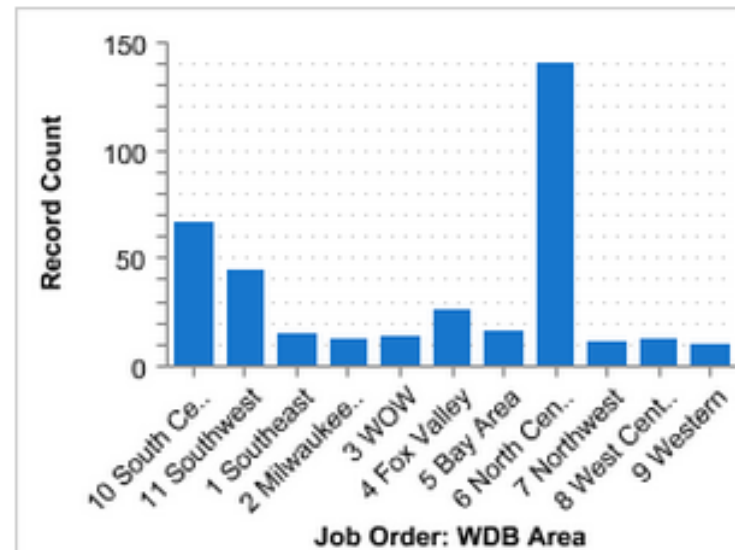
Flatten organizational hierarchy and improve communication with service delivery staff.



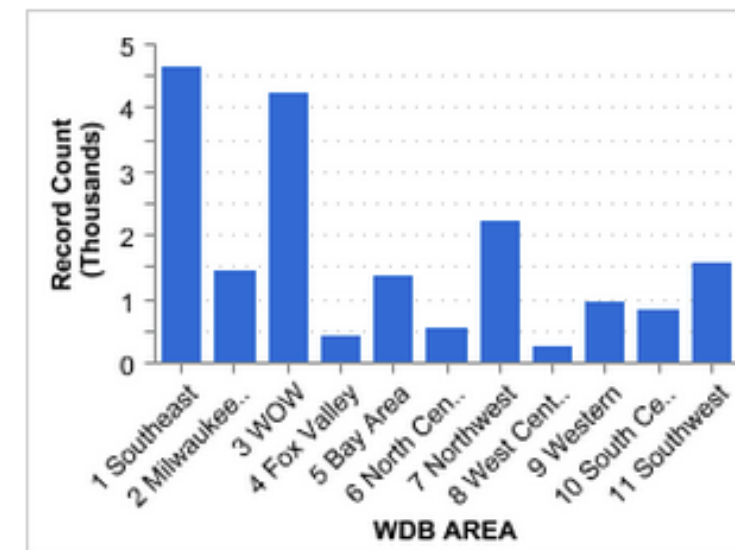
1a - Employers with Activities



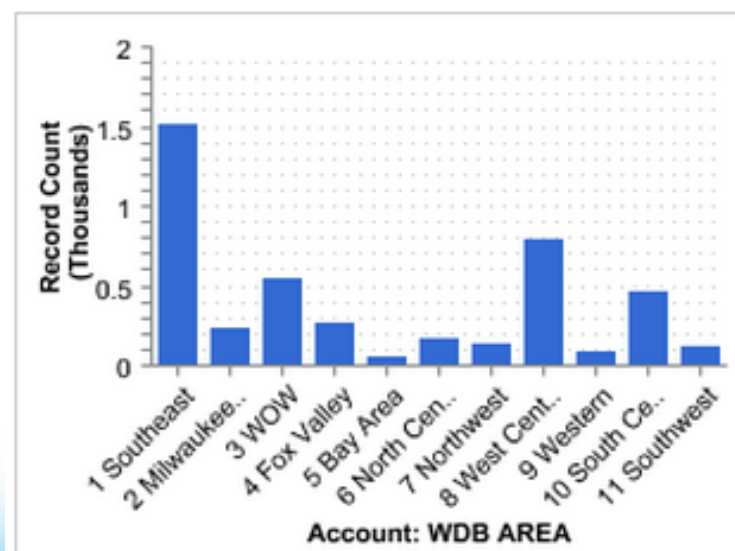
4b2-Hires from External Source



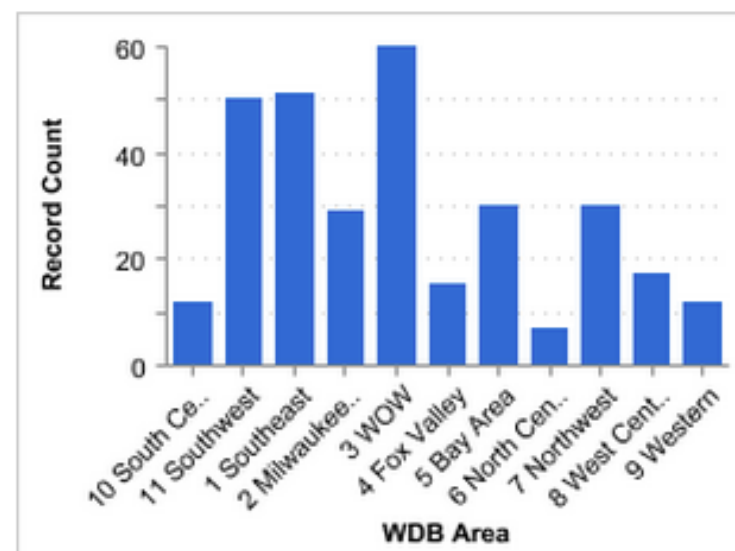
2c - Employer Profile Completion



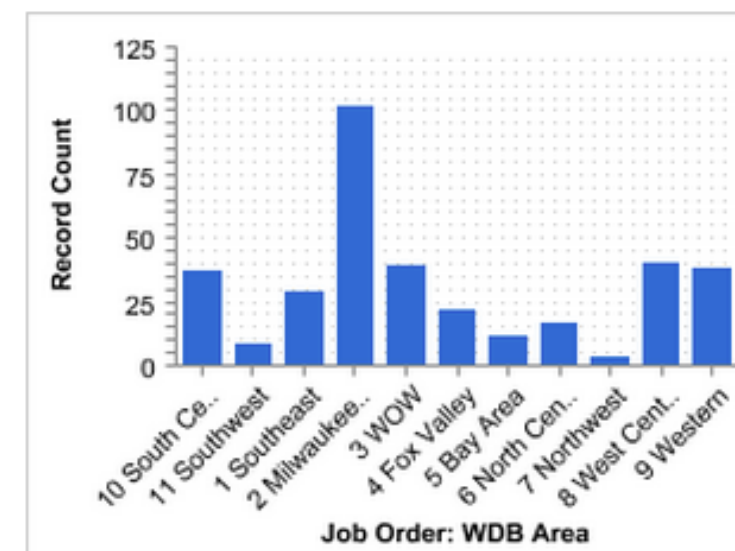
4a1 - Employers with Services



4a2-Participants w/Job Orders & Hires



4b1-Cross WDA Hires



# Self Services

## Cloud • Mobile • Social



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# Saint Paul, MN Right Track Youth Employment

- Confusing websites for employers and youth.
- Very paper driven process: Lots of forms, not customer friendly.
- Youth are 100% mobile.
- Simplify access for Employers and Youth.

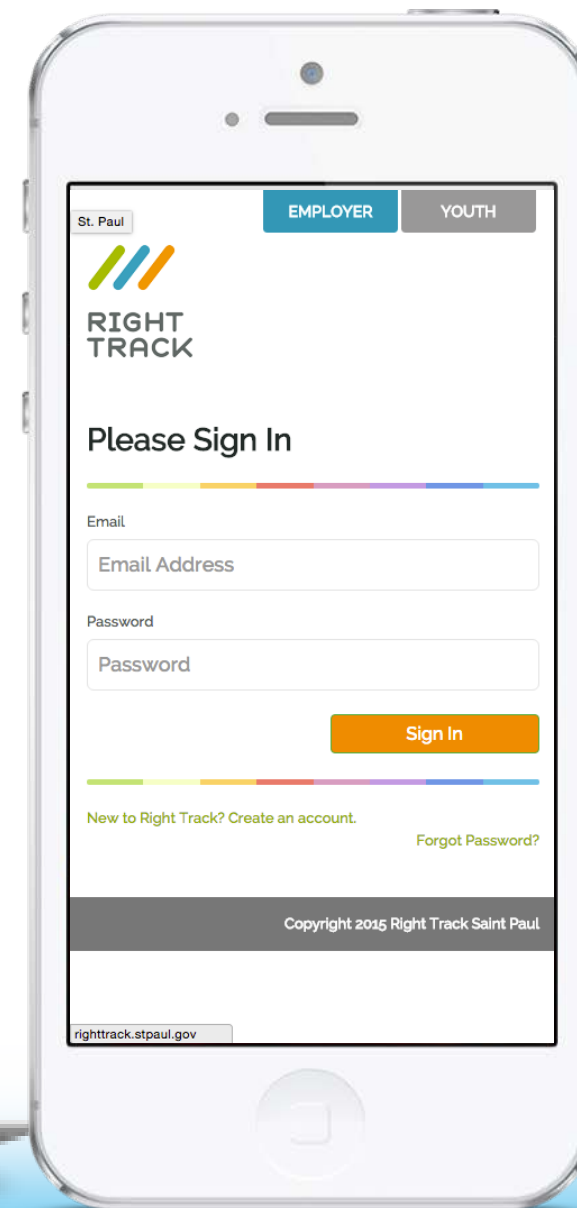
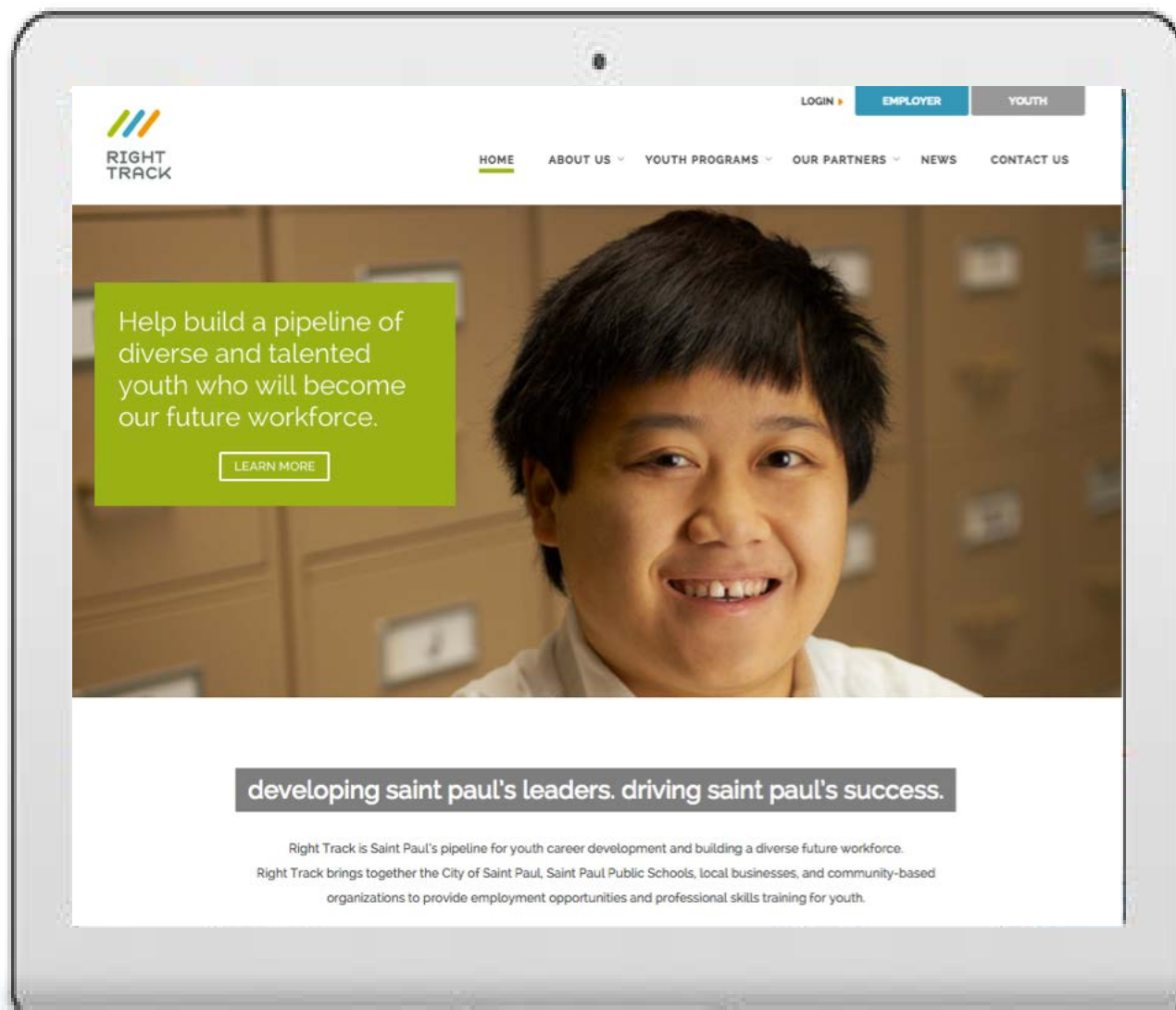


# Saint Paul, MN Right Track Youth Employment

- Create custom mobile Youth & Employer Labor Exchange app.
- Optimized portal around mobile experience.
- Facilitated job placement using Applicant Tracking & CRM.
- Integrated with back-office payroll system.



# Be Where Your Customers Are.



# Customizable



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## Los Angeles Economic & Workforce Development

- Needed access to real-time data on program outcomes.
- Multiple programs with multiple silo'd data systems

## Los Angeles County GAIN GROW

- Hundreds of job developers not coordinating
- Legacy Case Mgmt System not built for Demand-Driven model.

A background image of the Los Angeles skyline, including the US Bank Tower, with a blue semi-transparent overlay. In the top left corner, there is a small yellow speech bubble icon.

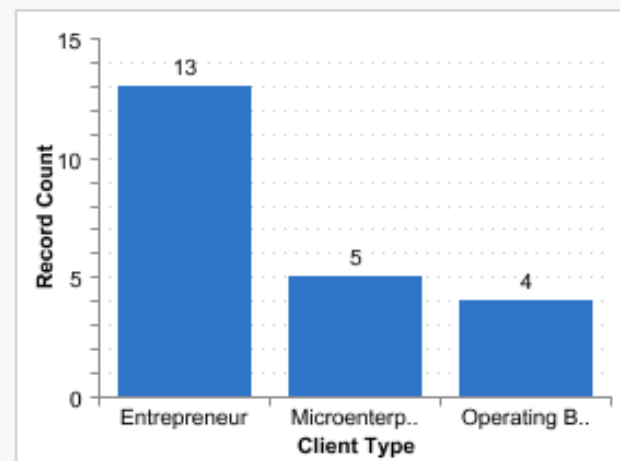
## Los Angeles Economic & Workforce Development

- Setup collaboration platform for Back2Work grant.
- Delivering Layoff Aversion Services Faster w/ Mobile & eSignature.
- Running 8 Business One-Stop Centers In Real Time.

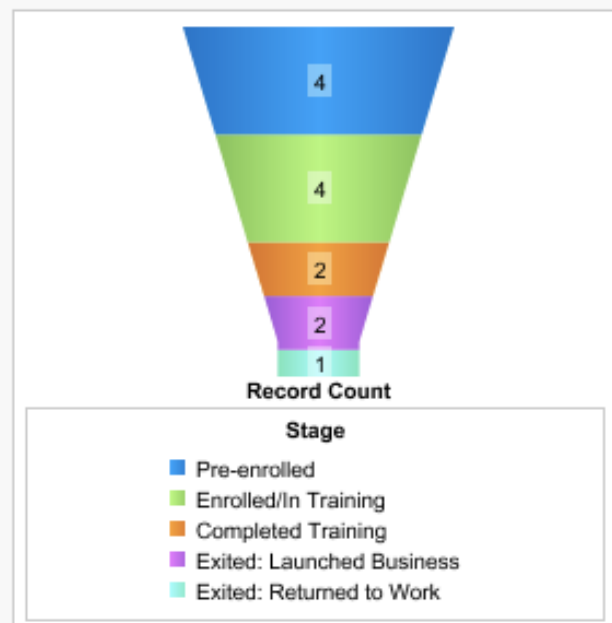
## Los Angeles County GAIN GROW

- Connecting Job Developers Across County.
- Automating labor exchange with Case Management & Business Services.

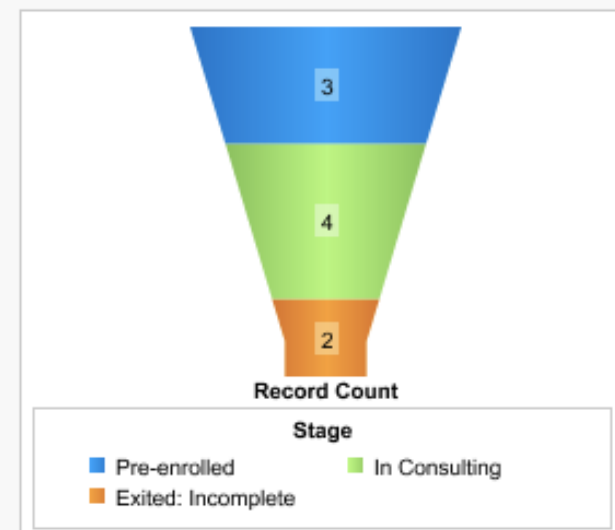
### # New Clients Enrolled by Type



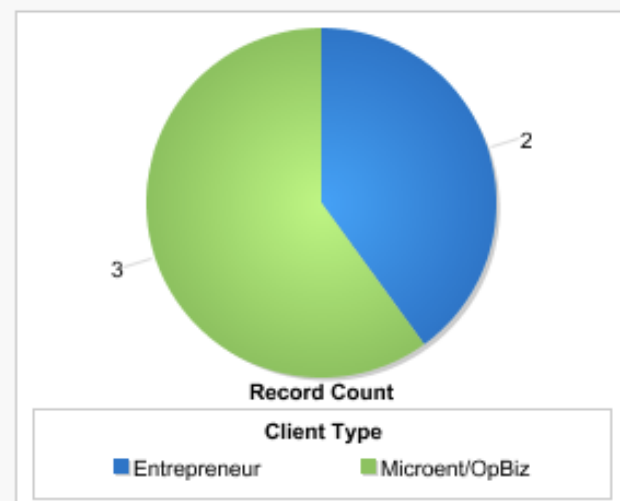
### Enrollee Stage Report (Entrepreneur)



### Enrollee Stage Report (Micro/Operating)



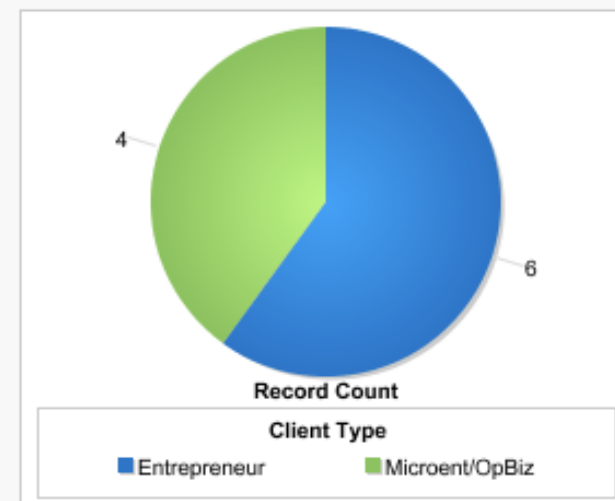
### New Business Plans



### \$ Amount of Loans Approved by Type



### # of Loans Approved by Type



### # of Referrals by Type



### # New Jobs Created/Retained

# Real-Time Reports & Analytics



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The background image shows a university campus. In the center is a large, multi-story building with a prominent tower and arched windows. To the left, a tall palm tree stands next to a modern building. To the right, another large tree is visible. The foreground is a green lawn with a few people sitting on a bench. The sky is blue with some clouds.

# Work2Future, San Jose

- Had LMI, Workforce and Economic Development data dispersed.
- Was a very staff intensive process to pull together and present the data to their board and funders.



# Work2Future, San Jose

- Centralizing workforce and economic development data into single system.
- Loading EMSI and Local LMI data with WIOA program to provide better insight for their board.
- Installed nonprofit application to track donor contributions.
- Tracking business services activity.

## Adult Throughput

Find a dashboard...

Edit Clone Refresh As of September 10, 2015 at 10:07 AM

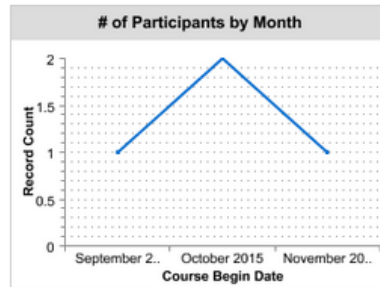
### Enrollment vs Goal



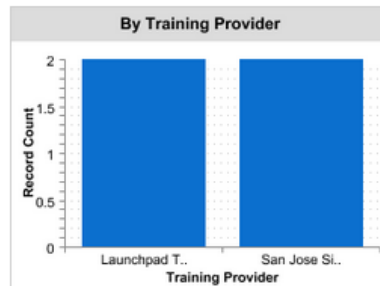
### Enrollment Goal vs Actual by Qtr

Enrollment Qtr Goal	Record Count
600	866
700	699
800	1

### Training Participation



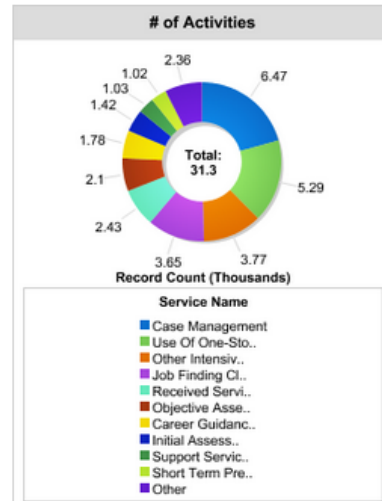
### # of Clients Trained



### Leverage Funds



### Activities by Service



### Monthly Placements



## LMI Dashboard

Find a dashboard...

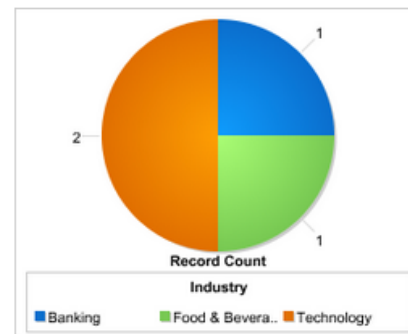
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Master LMI Dashboard

### Businesses by Type



### Businesses by Industry



### # of Job Seekers

**Total by Account**

Account Name	Record Count
Launchpad	2
Sampson Household	1
San Jose Silicon Valley Conversion Interface	2,886

### Job Placements by Month

**# of People Placed in Job**

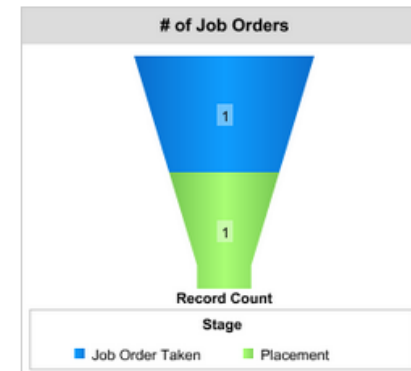
Job: Closing Date	Record Count
August 2015	1

### Job Seekers in Training

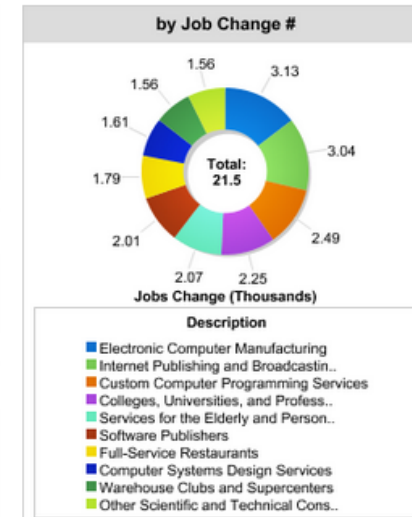
**# of Job Seekers by Month**

Course Begin Date	Record Count
September 2015	1
October 2015	1

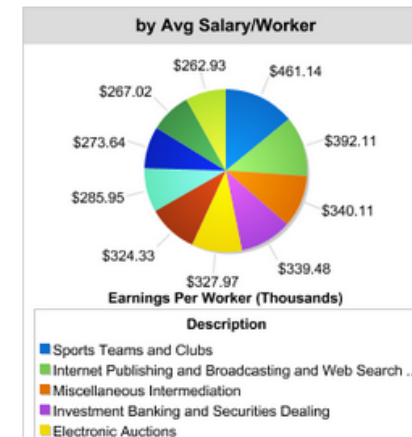
### Job Orders by Stage



### Fastest Growing Industries



### Highest Paying Industries

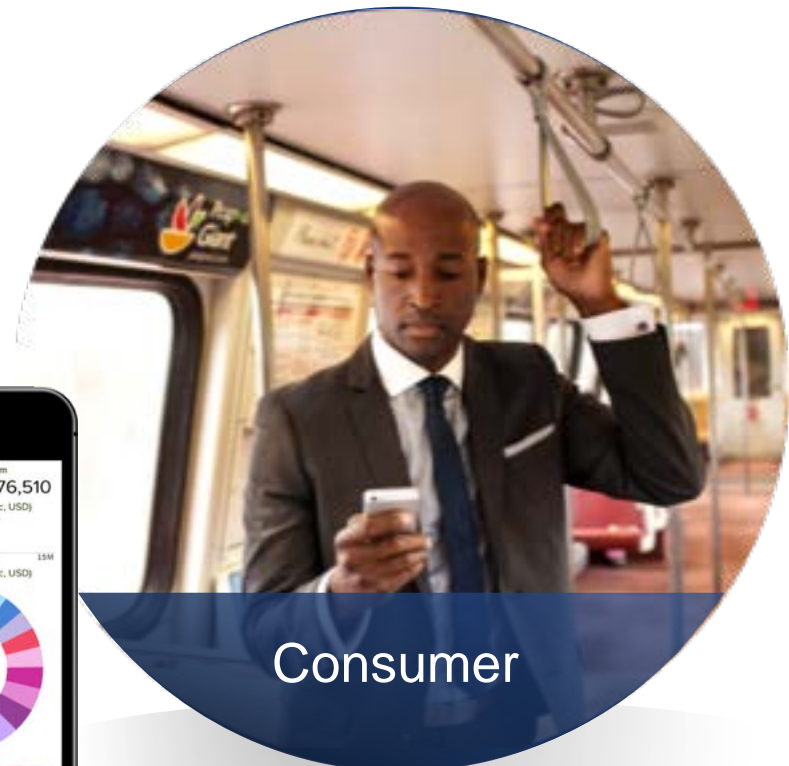


# Rethink Service Delivery

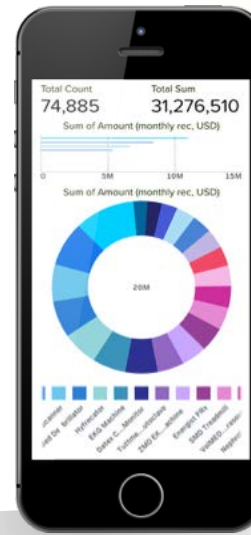
## Citizen Focus



“There’s a form for that”



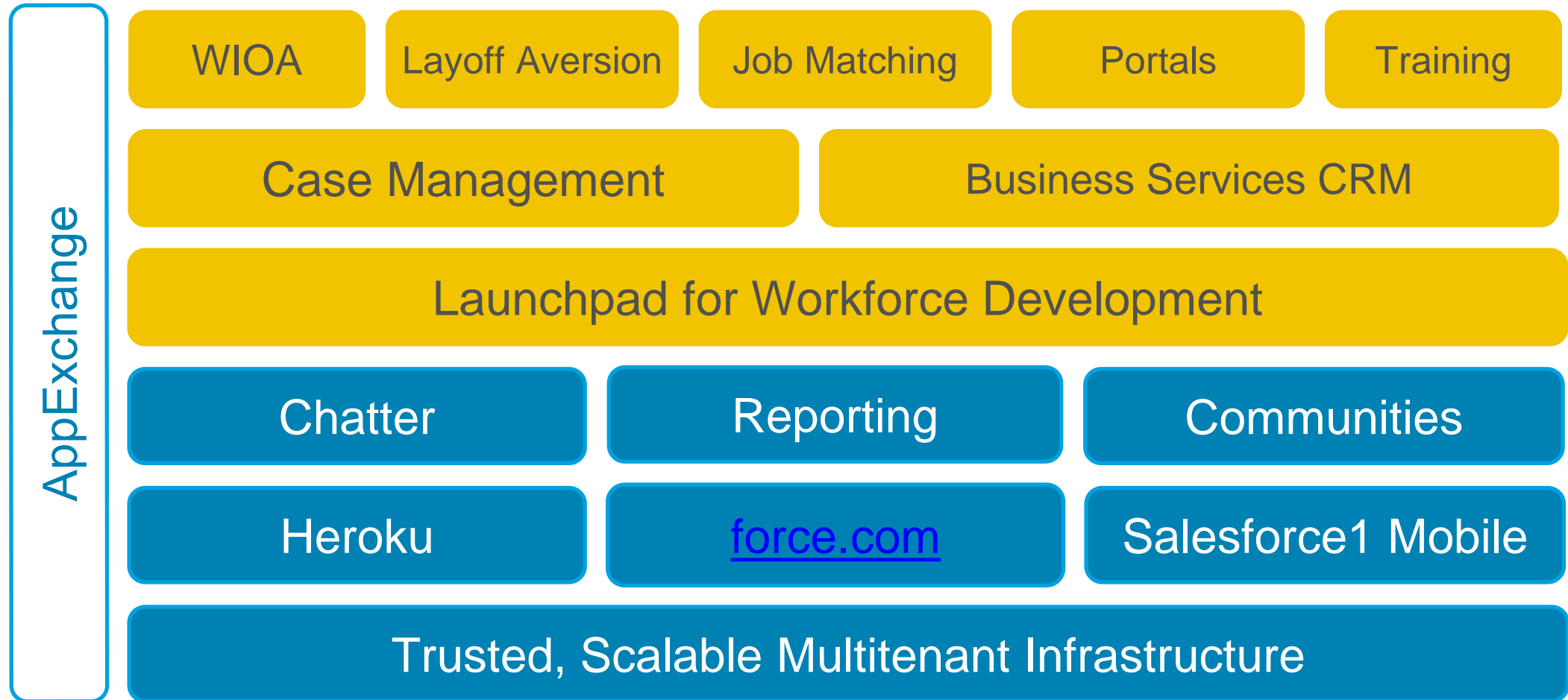
“There’s an app for that”



# About Launchpad

- 39 Workforce Development Agencies Using Launchpad
- Leading ISV and SaaS application for Workforce Development on the Salesforce platform.
- Our founding team has a combined 49 years of experience in Workforce development and our mission is to help Workforce Development transform the communities they serve and drive employment through adoption of SaaS, Social & Mobile technologies.

# Launchpad + Salesforce



# Customer Successes



# #1 in Cloud Computing and CRM

#1 **Gartner**  
Salesforce:  
World's #1 CRM



#1 **Forbes**  
World's Most Innovative Company:  
2011, 2012, 2013, 2014



#1 **IDC**  
*Analyze the Future*  
Cloud Computing Market  
Share

#1 **2013 CRM Market Leader**  
Market Leader:  
Enterprise, MidMarket,  
SMB,  
& Sales Force Automation



# 10 Years of Government Adoption and Success

23 of 23 CFO Act Federal Agencies

## 50 Out of 50 States

## More than 100,000 Success Stories



# Celebrating 15 Years of Giving Back



1% Time

1% Equity

1% Product

**1 Million+**

Service Hours

**\$84M+**

Grants

**25K+**

Nonprofit Organizations

 foundation

[Sharethemodel.org](http://Sharethemodel.org)

1-1-1 Model  
Adopted by



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# Webinar: October 15th @ 10:00 AM PST



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