5 Ways Technology Is Transforming Workforce Development
United States Conference of Mayors, Workforce Development Council

September 22, 2015

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Today’s Agenda

- 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.
Who’s Using Salesforce For Workforce & Economic Development?

Over 125 agencies in 35 States and the U.S. DOL
5 Components of The Future Workforce Data System

- Business Engagement
- Collaboration Coordination
- Self Service Mobile & Social
- Ability To Customize
- Real Time Data

Social

Mobile

Cloud
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)

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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.
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
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

- 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.
Self Services
Cloud • Mobile • Social
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.
Los Angeles Economic & Workforce Development

• Needed access to real-time data on program outcomes.
• Multiple programs with multiple silo’ed data systems

Los Angeles County GAIN GROW

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

<table>
<thead>
<tr>
<th>Client Type</th>
<th>Record Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Entrepreneur</td>
<td>13</td>
</tr>
<tr>
<td>Microenterp.</td>
<td>5</td>
</tr>
<tr>
<td>Operating Biz.</td>
<td>4</td>
</tr>
</tbody>
</table>

Enrollee Stage Report (Entrepreneur)

- Stage: Pre-enrolled, Enrolled in Training, Completed Training, Exited: Launched Business, Exited: Returned to Work

Enrollee Stage Report (Micro/Operating)

- Stage: Pre-enrolled, Exited: In Consulting, Exited: Incomplete

New Business Plans

- 2

$ Amount of Loans Approved by Type

- $85,000
- $24,500

# of Loans Approved by Type

- 4
- 6

# of Referrals by Type

- 3
- 4

# New Jobs Created/Retained

- Entrepreneur
- Microenterp./OpBiz
Real-Time Reports & Analytics
• 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.
• 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.
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.
Customer Successes

WHW
Empowering Employment Success

SAN FRANCISCO
Office of Economic and Workforce Development
Building Tomorrow’s Workforce Today

SUCCESS CENTER SAN FRANCISCO

GAIN DIVISION
Los Angeles County Office of Education

NORTHWEST WISCONSIN WORKFORCE INVESTMENT BOARD

work2future
opportunity • jobs • success

CITY OF LOS ANGELES
Founded 1781

SKILLS WISCONSIN

RIGHT TRACK
SAINT PAUL, YOUTH JOBS.

Business source
City Of Los Angeles

RUBICON PROGRAMS
Salesforce: World’s #1 CRM


Cloud Computing Market Share

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

salesforce foundation

1-1-1 Model Adopted by

Sharethemodel.org
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Webinar: October 15th @ 10:00 AM PST