NATURE OF THE INNOVATION: A two-part strategy, combining online delivery of one-stop services—drastically reducing customers’ commuting and wait times and freeing up traffic in resource rooms at brick and mortar job centers—with virtual case management and business services executed through a call-in Employment Support Center.

Key Features

Remote Access to One-Stop Services: Employment workshops and orientations for workforce programs offered in-person at job centers have migrated online to the Career Source Pasco Hernando website. Jobseekers now access referrals to listings and apply from the comforts of home. Employers can place job orders directly on the website instead of working through an intermediary, streamlining business services. Customers routinely drove 30 miles each way to a local job center to use these same services in the past.

Virtual Case Management: Pasco Hernando’s Employment Support Center (ESC) staff provides, through phone support and online chat:

- Customer assistance with navigating the service delivery system, helping direct customers to workshops and applications for state agency services;
- Basic workforce services, such as resume consultations and completing job order referrals for customers; and
- Solutions to minor requests typically reserved for resource rooms, such as issues with resume formatting.

Employment Support Center staff can remotely access clients’ screens and show them click by click what to do while providing instruction over the phone. As of June 2015, ESC staff attend to nearly 10 times as many requests as colleagues in resource rooms, who now have more time, with lower customer volume on site, to thoroughly assist individuals in need of 1:1 attention.

"We looked at what services we provide in our resource room, what our case managers do, how our customer pool works, and then looked at what we could streamline so that customers could access services remotely."

—Alissa Bosworth, Special Projects Coordinator, Pasco Hernando Workforce Board Inc.
ADVICE TO PRACTITIONERS

Optimize Your Social Media Presence: When users click on a job listing posted on the Career Source Pasco Hernando Facebook page, they are taken directly to the job listing inside the state labor exchange, Employ Florida Marketplace, obviating the need to navigate the labor exchange to find the job order. This feature, facilitated by a code-savvy technology coordinator at the Workforce Board, makes accessing services easier for jobseekers and is a major reason why the CSPH Facebook page boasts 4,300 likes as of June, 2015, up from less than 100 before the WIF started.

Those likes enable users to get updates about recruitment events and job listings in their newsfeed without having to make separate forays to the Career Source page. The ease of use, combined with comment and messaging features native to Facebook that permit seamless follow-up, has boosted the Workforce Board's interaction level with jobseekers, especially younger jobseekers. Staff post multiple times per day to keep news relevant and are selective about paying to market only the content, like job fair notices, likeliest to be shared. Social media also forms a feedback loop with the ESC—customers click into job orders through Facebook and then call about obtaining a referral.

Career Source Pasco Hernando filled 1,905 job orders over the course of its WIF grant, a 53% increase on the preceding three-year period.

Self-directed users accessed 96% more services—142,861 in total—through Career Source Pasco Hernando during the WIF grant than the previous three-year period.

OBSTACLES OVERCOME

Consequences to Upgrading Technology: Before migrating workshops and orientations online, computers at Pasco Hernando job centers could not play audio. The Workforce Board had to overhaul its hardware. concurrent with the migration, in order for customers to attend from One-Stop locations. Likewise, software loaded on the computers at job centers must remain compatible with the online service delivery system requirements for clients to access it on-site, necessitating regular communication between the external vendor for the service delivery system and Career Source Pasco Hernando's IT staff.

Rebranding and The Effect on WIF: When the project started, “Career Source Pasco Hernando” was “Career Central.” Everything in job centers branded with “Career Central” had to be replaced. This included e-mail addresses, publications, brochures, and pamphlets, as well as videos and orientations produced specifically for the WIF. Staff had to painstakingly revise finished products to bring them into compliance with the rebranding.

Acclimating Customers to Online Services: Staff educated customers about changes to accessing services by, when they came into the centers, affirming that the same services would continue to be offered. Staff on site and through the ESC have likewise been available since the change to troubleshoot customer questions and concerns. Project leaders believe that once customers received hands-on assistance, the vast majority were thereafter able to access services independently.

Interested in Learning More?

To learn more, visit http://www.careersourcepascohernando.com. Grantee contact: Alissa Bosworth, abosworth@careersourcepascohernando.com.