



OEWD

BUILDING A MORE ACCESSIBLE, ALIGNED,
DEMAND-DRIVEN WORKFORCE SYSTEM.



San Francisco **Workforce Alignment** Vision

- The City and County of San Francisco is facing economic, legislative and technological market forces which are driving rapid change in the labor market and workforce development landscape.
- The challenge for the city is the current workforce development system is highly fragmented, spread across 18 city departments, and delivered through hundreds of service providers, all with different business processes, services and data silos.
- In order to improve service delivery and customer satisfaction for job seeker and employer customers, and address workforce challenges such as skills gaps and underemployment, the city will want to develop a workforce system which creates a platform for coordination across all department workforce programs is demand-driven, and easily accessible by customers.
- This system will encourage collaboration amongst and drives best practices to the service provider community, adopt a mobile strategy making it easier for customers to access services through their mobile devices and centralizes all workforce employers and job seekers data into a single, accessible database, providing all stakeholders with real-time, actionable data analytics on employment and hiring trends.



Market Forces



Low unemployment, Under-employment
San Francisco's unemployment stands at 3.3%, one of the lowest in the country. Additionally, San Francisco has the highest cost of living in America, accelerating out-migration of the city's workforce.

Simultaneously, rapid job growth will continue with construction seeing a 32% increase, and Information Technology seeing a 53% increase through 2020.

3.3%
January 2016



Workforce Alignment and WIOA
New legislation introducing the Citywide Workforce Development Plan "Workforce Alignment", combined with the Workforce Innovation and Opportunity Act (WIOA), are driving changes at the local and regional level.

These changes include improved coordination between workforce departments, as well as economic development, human services and education.

Lastly, there is an increased focus on the demand-driven model and delivering results for industry.



Cloud, Social, Mobile & Data
Cloud - New innovations in Cloud computing are breaking down data silos enabling agencies to connect system and access real-time data.

Social - New social collaboration tools such as LinkedIn, Chatter, and text messaging are replacing email as the preferred forms of communication.

Mobile - San Francisco is the most connected city in the world, and Job Seeker and Employers are accustomed to accessing information and services via their mobile device.



Strategy: Demand, Customer & Data-Driven

Demand-Driven



Work with provider community to create demand-driven service delivery best practices.

Document best practice and train staff across provider community. Create KPI's (Inputs & Outputs) which drive demand-driven behavior.

Customer-Driven



Move from 100% brick and mortar service delivery model, relying on Access Points, to a virtual system

accessible 24/7 from any mobile device. Deploy a “no wrong door” philosophy, and encourage team case management and job development across providers.

Data-Driven



Leverage new technology to access real-time data on business services and career services outcomes.

Utilize new job seeker and employer data and provider outcomes to spot trends and measure performance.

Inter-Departmental



Break down silos between departments, creating a unified job seeker and employer database.

Create standardize applications for job seekers. Integrate with Economic Development to expand business services engagement.



Strategy: Platform, Process, People, Product

Platform



- ✓ Job seeker applicant tracking
- ✓ Business Services CRM
- ✓ Self service mobile portals
- ✓ Staff and partner collaborations
- ✓ Ability to customize and Integrate
- ✓ Real-time data

Process



Redesign business process to be demand-driven, develop standard procedures and train CBO community.

Leverage provider portal to deliver provider enablement resources, and ongoing learning.

People



Train providers on new systems and leverage collective wisdom to create partner enablement resource.

Measure results and drive behavior using KPI's and leaderboards reports.

Product (Inventory Mgmt.)



Create citywide job seeker ATS with real-time data on available supply and demand for talent.

Implement reports such as job order pipeline, open jobs by category, employment barriers, to measure and manage available talent pipeline.

Phases: OEWD, City, Regional

PHASE I - OEWD (2016)

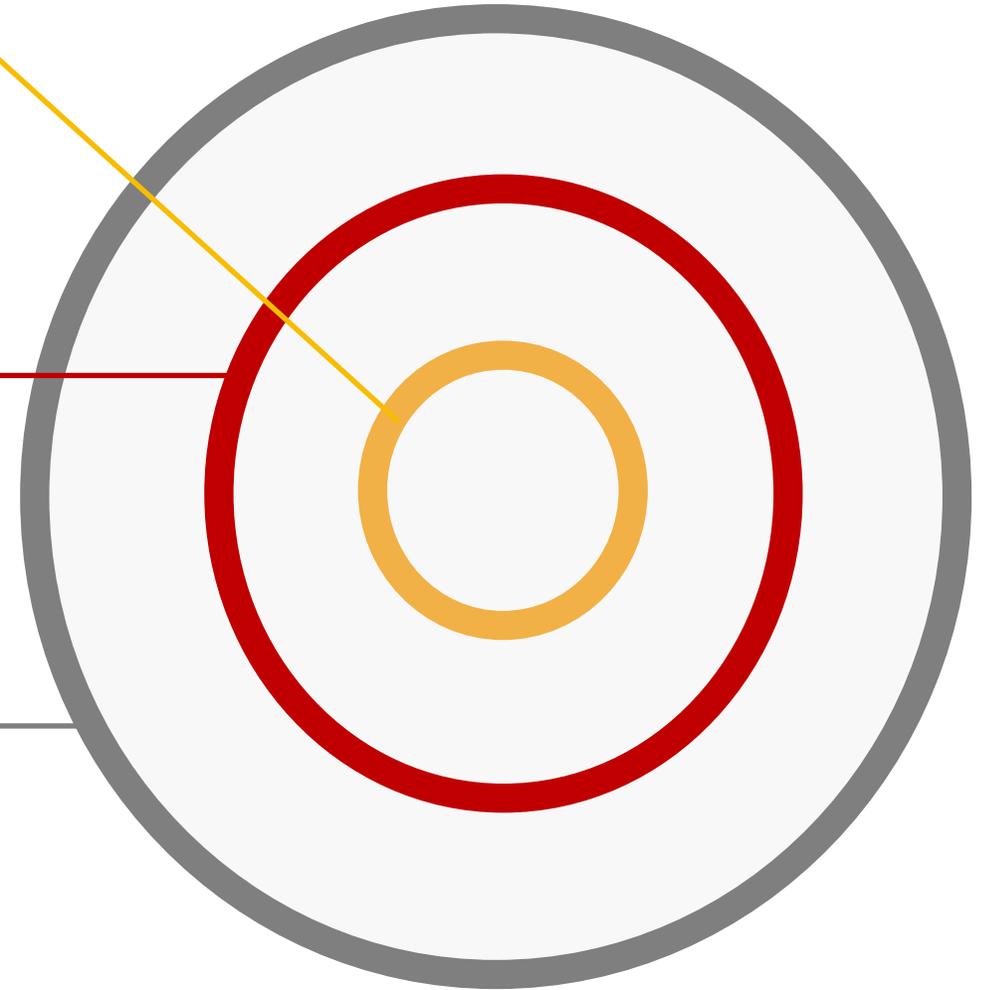
- OEWD Staff & Providers. SF Jobs Portal Launch (Beta)
- Complete implementation of SF Jobs & Partner Portals
 - Business process design, provider alignment & enablement
 - Train and beta test with group-A (10). Expand to group-B (50)

PHASE II - CITY DEPARTMENTS (2016-2017)

- Expand to DCYF, HSA, Econ Dev, Enterprise Depts.
- Onboard DCYF & HSA creating standardized workforce applications
 - Integrate with Economic Development, Education & Enterprise
 - Beginning insights from system into job and labor trends

PHASE III - REGIONAL (2017-BEYOND)

- Connected Regional Jobs Cloud
- Outmigration and labor shortages will expand recruiting circle
 - Connect regionally to expand labor pool (South Bay, SV, Alameda)
 - Leverage data and platform to drive regional coordination

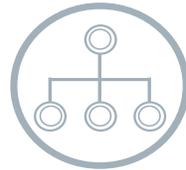


Phase 1: Steps to Success



SF JOBS PORTAL

Complete Job Seeker, Employer and Partner Portals. CRM. Beta Test.



BUSINESS PROCESS

Engage providers and OEWD to redesign process to be demand-driven.



CBO ENABLEMENT

Train CBO's on platform and business process. Develop enablement program.



ALIGN DEPARTMENTS

Role out to DCYF, HSA, Econ Dev, Small Biz, Enterprise.

