launchpad

Talent Pool Development and Employer Data Desk Aid

This desk aid has been developed to outline the process used to enter qualified job seekers into Launchpad. In addition to showcasing the data that is required for job seekers to be qualified and matched to jobs, this desk aid serves as a guide to employer services and when to use them.

This desk aid describes how to:

- Enter job seeker information for the purpose of job matching and qualified talent
- Enter employer information and track services provided
- Prepare a job seeker's contact record using required checklist criteria
- Connect a qualified job seeker to employment opportunities
- Utilize data for reports

The goal of the Qualified Talent Pool is to identify a regional source of job-ready talent who can be quickly matched to quality jobs in our region's high-demand industries.

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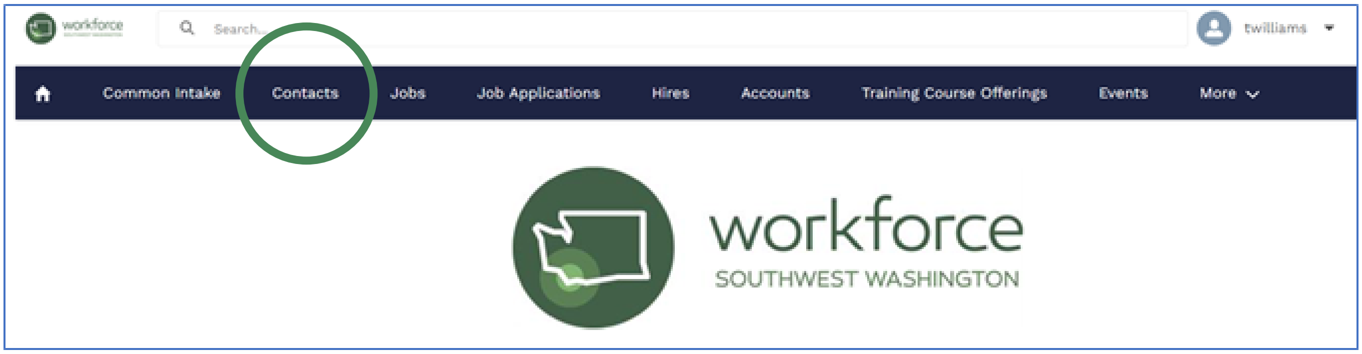
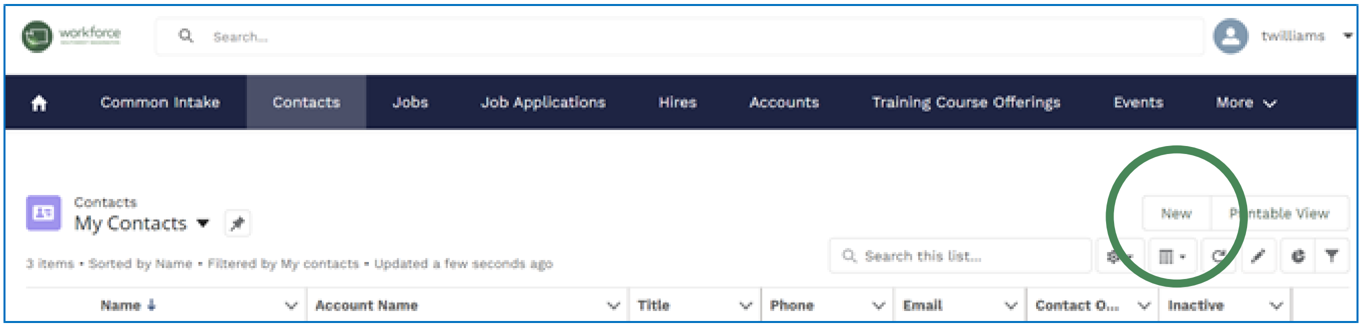
New Job Seeker Record

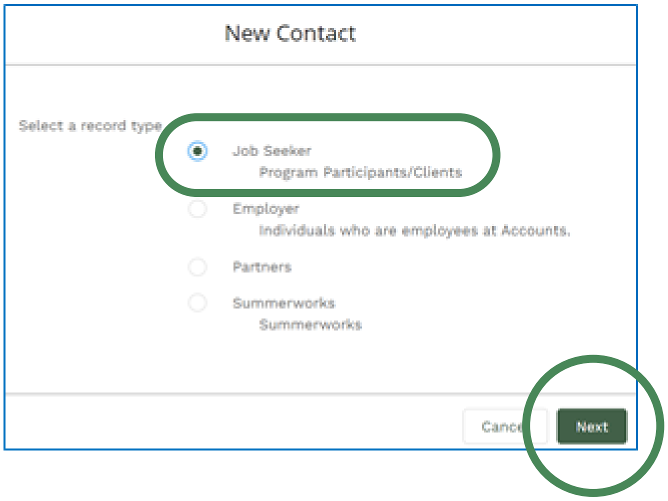
From the home screen, select **Contacts**



Select **New**



Select **Job Seeker** and click **Next**



All fields marked with a red asterisk * are required

Contact Information:

- Account Name: search for your employer or organization

Address Information:

- WDA: not a required field, but required by WSW – use Workforce Southwest Washington
- Enter complete mailing address including county

Demographic Information:

- Enter all known demographic information; if unknown, leave blank

Education/Employment Information:

- Enter all known information regarding education and employment status; if unknown, leave blank
- SOC code is required – if you type in the occupation title using one word and *, a list of appropriate SOC codes will come up; use your best judgement to choose the most appropriate one

Barriers:

- Enter all known barriers; if unknown, leave blank

Job Search Information:

- This section must be completed in its entirety
- Hourly wage format should be used to document wage desired

SummerWorks:

- Leave blank for talent pool entry

Thrive Eligibility:

This section is marked with red asterisks and will need to be completed, but not verified.

Guidance:

- Location of Residence: select most appropriate; in many cases it may be "other"
- Citizen: yes (unless known that customer is not a citizen)
- Adult: no
- Dislocated Worker: no
- FPL and SNAP eligible: no
- Youth: no
- Selective Service: n/a

Leave all **Internal** section fields blank

Resume:

- Upload resume to files card or copy/paste the resume into the space provided at the bottom of the record

SAVE the Job Seeker Record

Adding Skills (this is a required step for talent pool entry)

Locate your newly created job seeker record; from the main screen of the record click **Add Skills:**

You will find 12 skill categories highlighted in green. Click each skill category to open and select specific skills.

Skills are required as it is a tool to match to jobs posted in Launchpad. Skills are alphabetized from left to right, top to bottom. Job matches are based on skills and job seeker desired wage/job posting wage; select all skills your customer demonstrates through previous work history, education and/or your assessment.

Tip: familiarize yourself with each available skill list. For example, CPR might be required for a construction or manufacturing job and that skill is listed under healthcare. On the flip side, a CNA may be required to be able to lift up to 100 lbs.; the lifting skill can be found under Availability and Capacity.

Customer Record Complete – Next Steps

Update Bar:

Follow – if you want to track this individual and be alerted to any new information on this record. If you follow, you will be alerted in Chatter when changes are made in the account

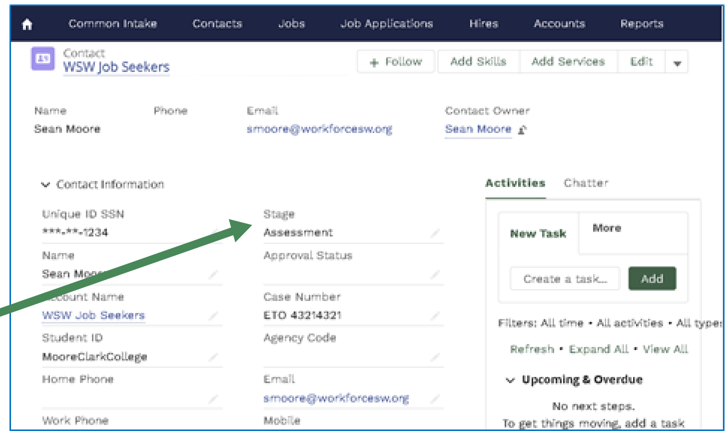
Add Skills (see above section)

Add Services only required for designated program participants

Edit – edit record

Down Arrow

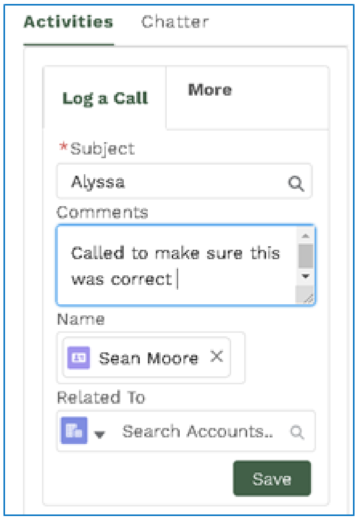
- New Note



Stages:

- **Assessment** – initial connection to job seeker to determine WIOA eligibility
- **Outreach** – for use when trying to connect with potential customers for WorkSource or partner programs and services
- **Enrollment** – only required for designated programs, not talent pool
- **Services** – only required for designated programs, not talent pool
- **Training** – only required for designated programs, including System Liaisons
- **WEX/OJT** – only required for designated programs, not talent pool
- **Job Search** – for use when candidates are actively in job search (whether qualified or not)
- **Exit to employment** – hired and no longer available for employment opportunities (also mark inactive, opt out of email)
- If customer was placed in a job outside of Launchpad, it is preferred that you capture details of employment in a note, IE – company name, start date, rate of pay (if known)
- **Follow-up** – use at case manager/community license discretion
- **Closed** (ETO 3 - month rule) – due to inactivity or lack of job seeker participation

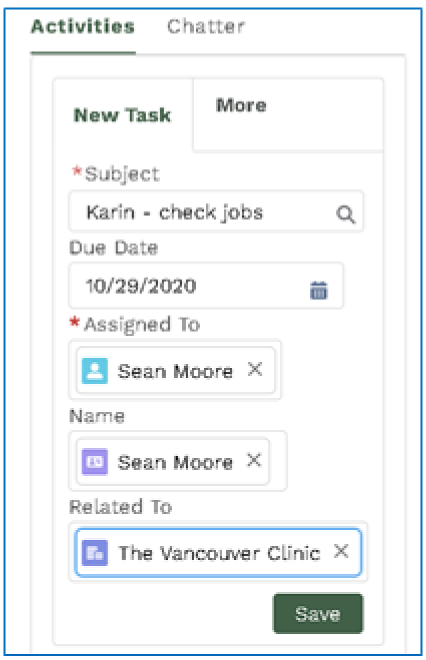
Related Lists "Cards": Activities and Chatter



Log a call and assign task allows you to track your activities in this record. You can also relate this back to an account and more (see drop down box below):

Related to:

- Accounts
- Client Services
- Eligibilities
- Eligibility Criteria
- Hires
- Jobs
- Event skills (LinkedIn Learning)
- Opportunities
- Programs
- Quotes
- SOC
- Services
- Solutions
- Training Course Offerings



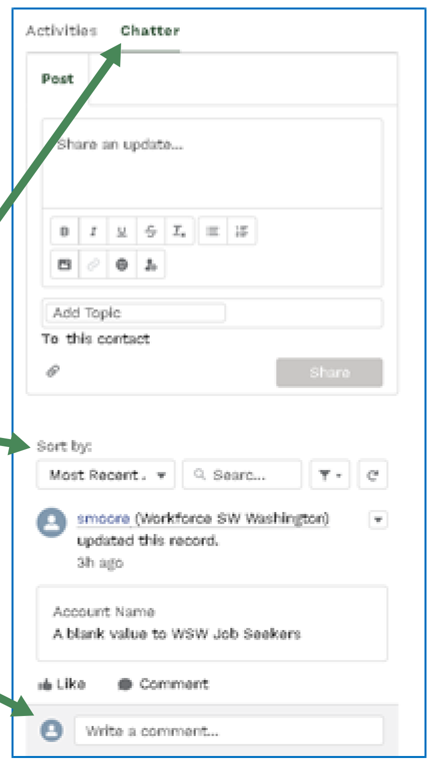
New Task

Email job seeker directly from their record, can attach a document, create a template, pop-out to docket view

Chatter allows you to share an update to the record. You can add a topic, attach a file.

Once shared, you can **sort by** most recent activity or by latest post. You can also search by topic.

You can also **add comments**

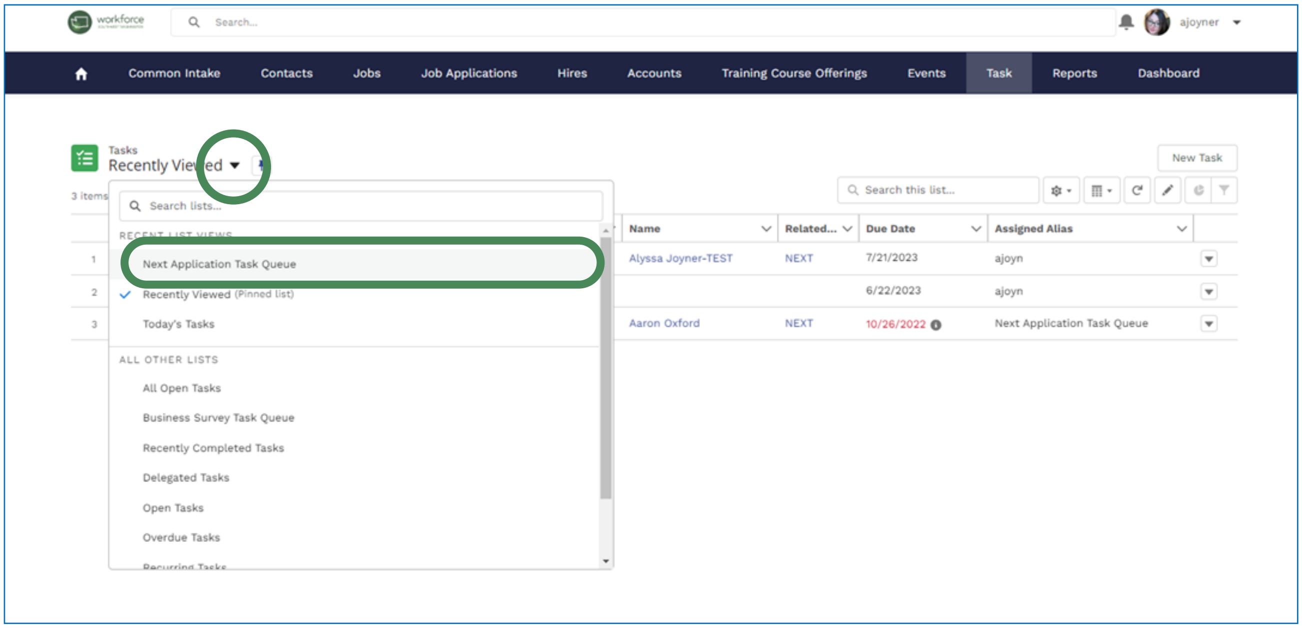


Files & Notes: do not add any confidential information to Launchpad job seeker records

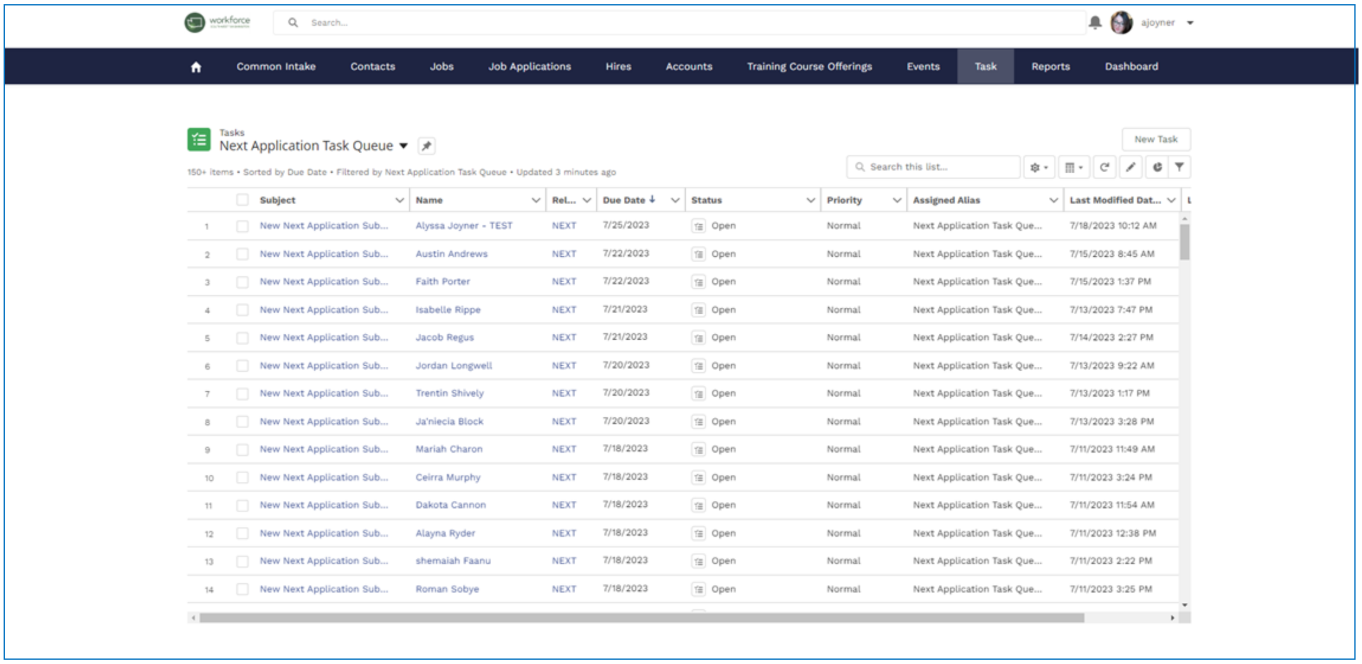
Launchpad Participant Intake Form

From the home screen, select **Task**

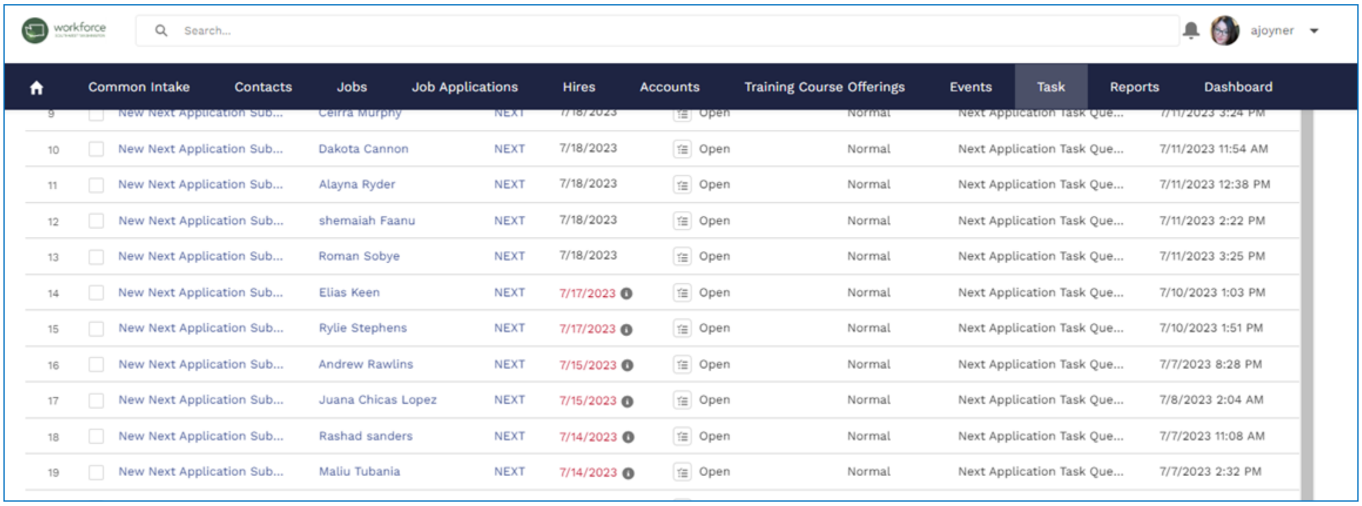
Click on the drop down “carrot” and select **Next Applications Task Queue**
Note your view will not look exactly like the picture



After you navigate to the **Next Applications Task Queue**, you will see the list of all the new participants who filled out the participant intake form found online.

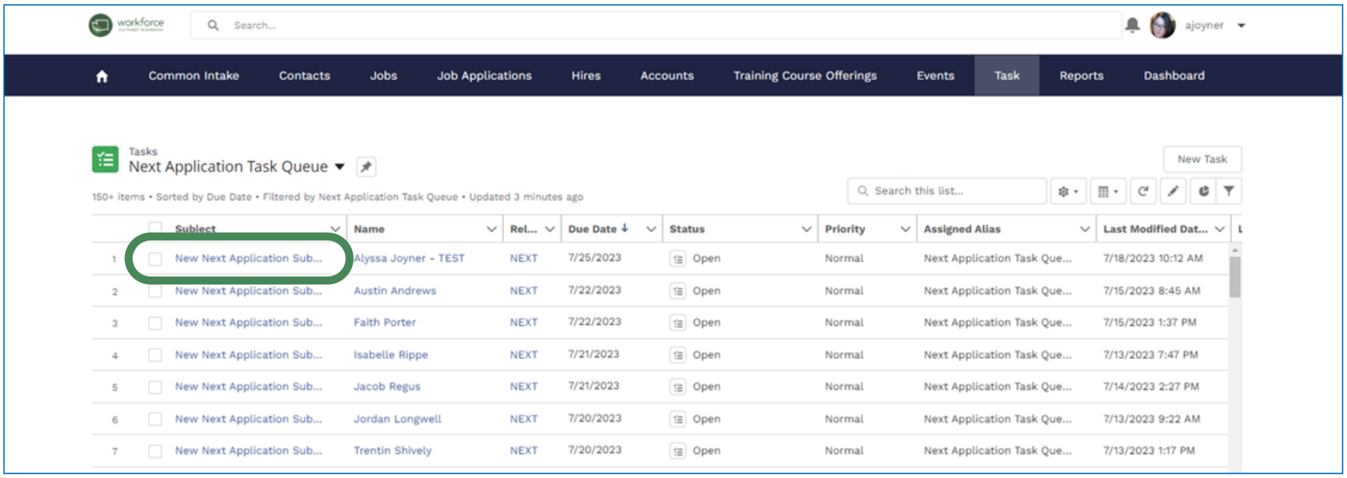


Note Dates shown in red, are in past due status, as the system gives you two days to close the intake form for outreach.

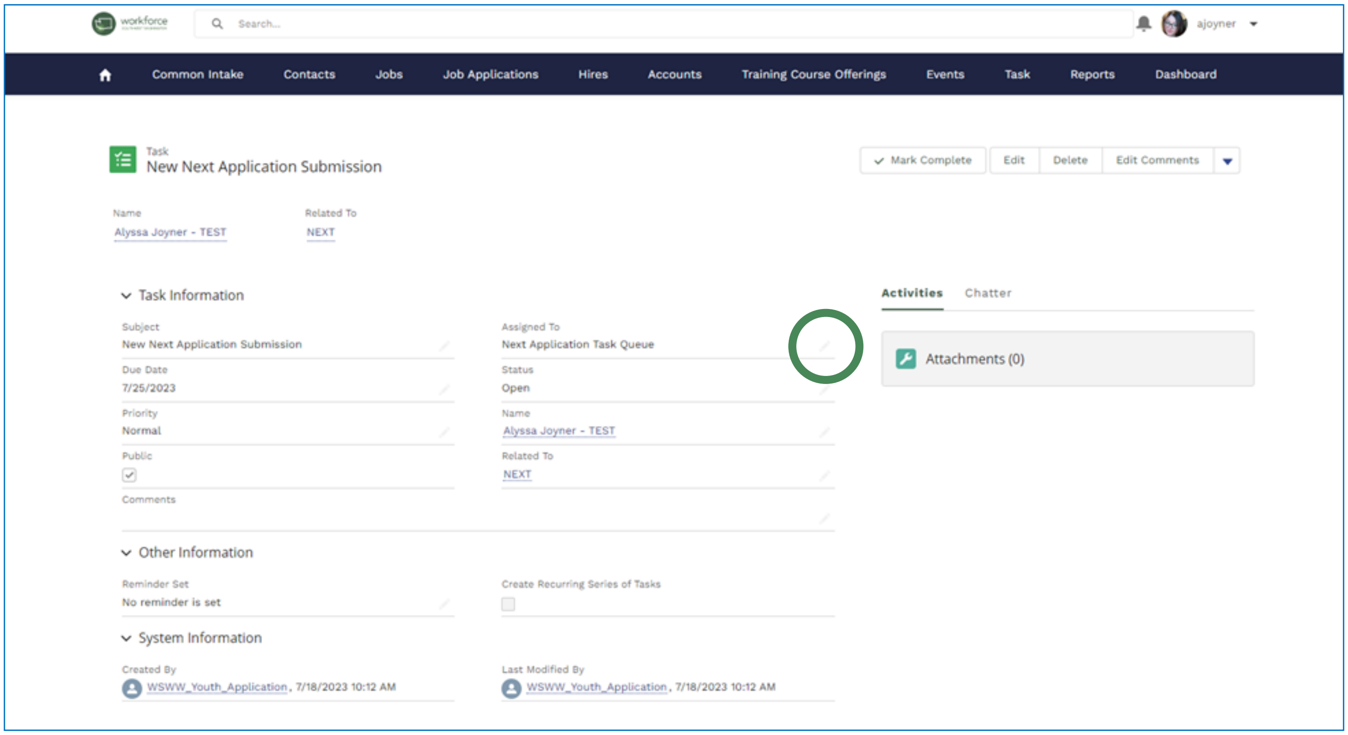


Assigning Tasks – Participant Intake Form

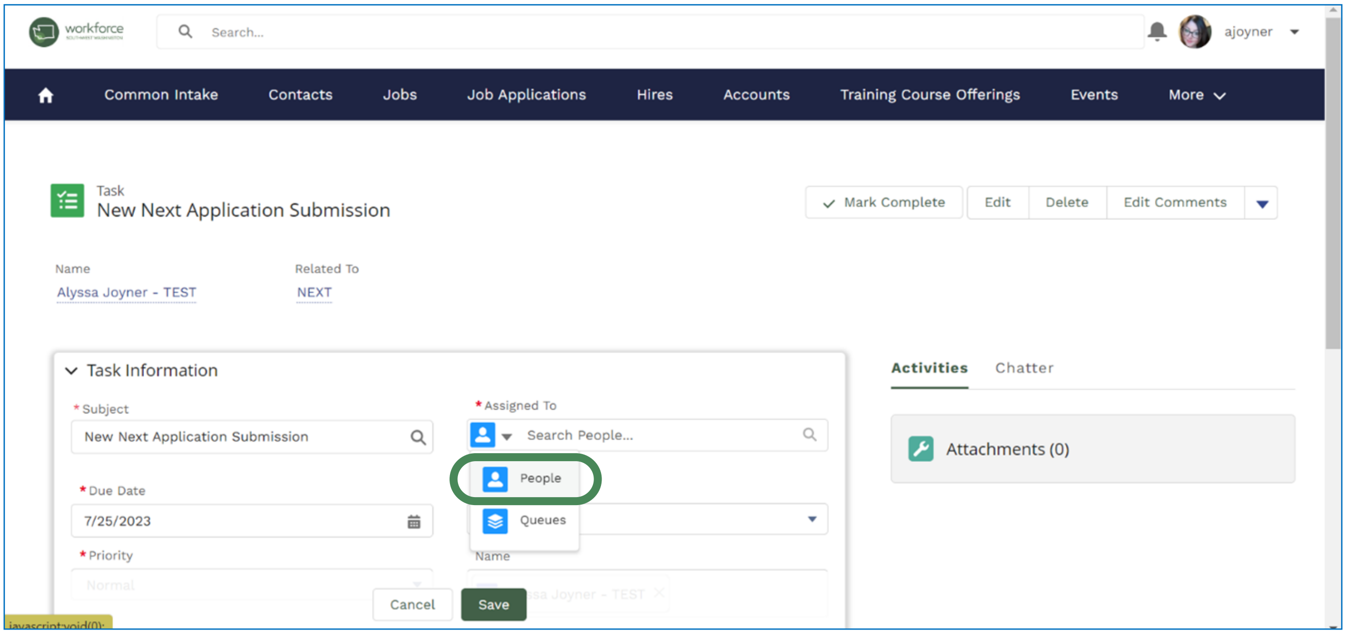
To assign a participant to a case manager, select New Next Application Submission next to the name of the participant you are wanting to assign.



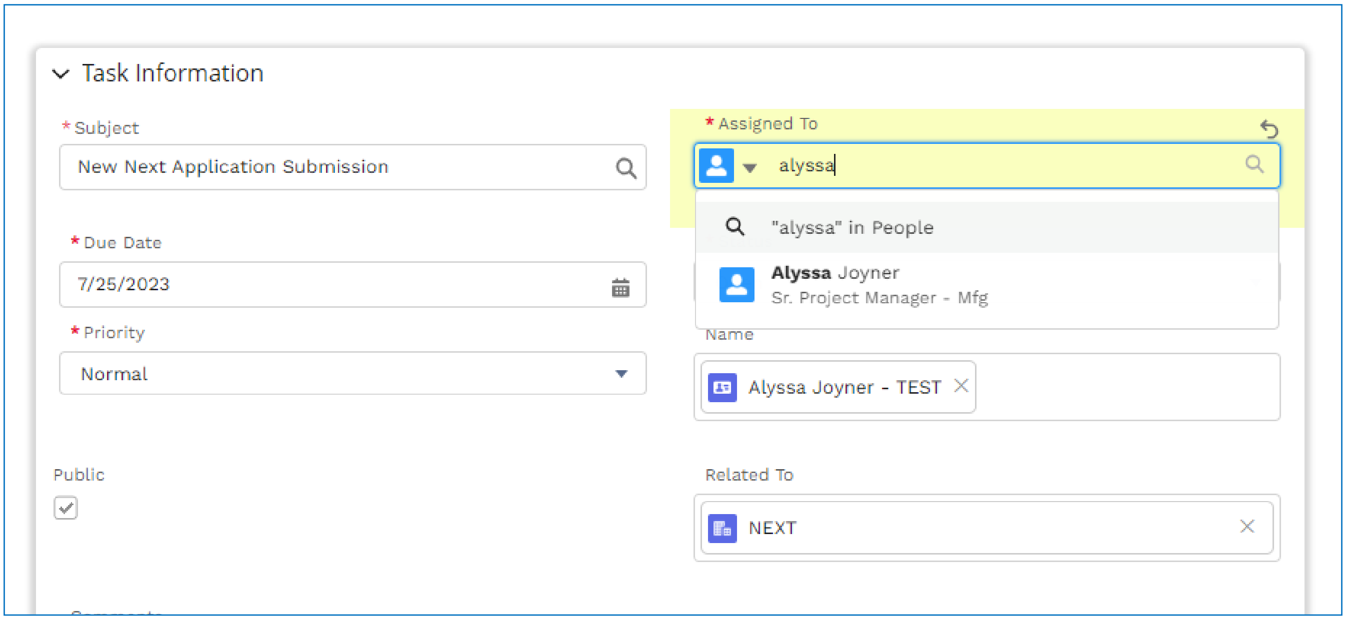
Navigate to the “Assigned To” field and select the edit function (pencil icon).



Here is where you can assign this task to a case manager. After selecting the edit function (pencil icon), click on the drop down arrow and select people.

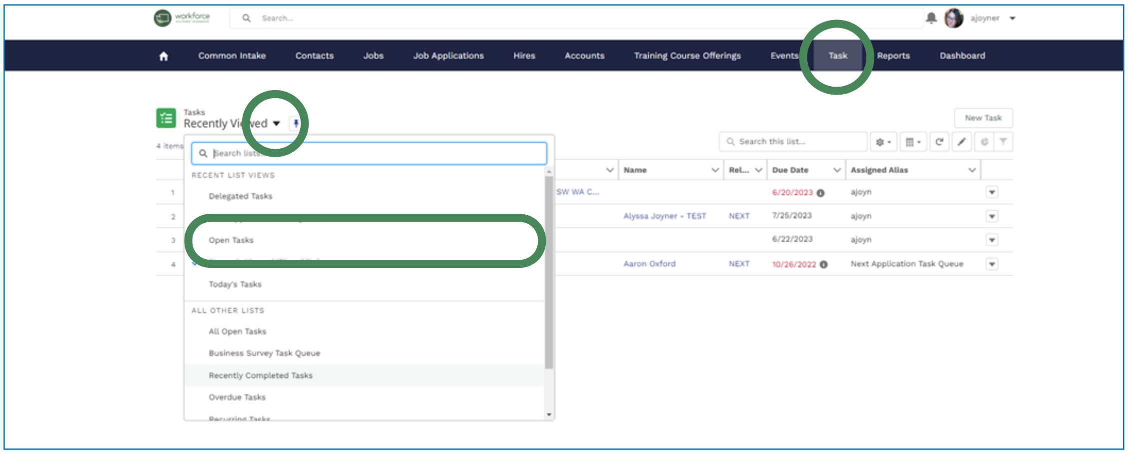


Now you can begin to type in case manager names to assign them the task of reaching out to this person.



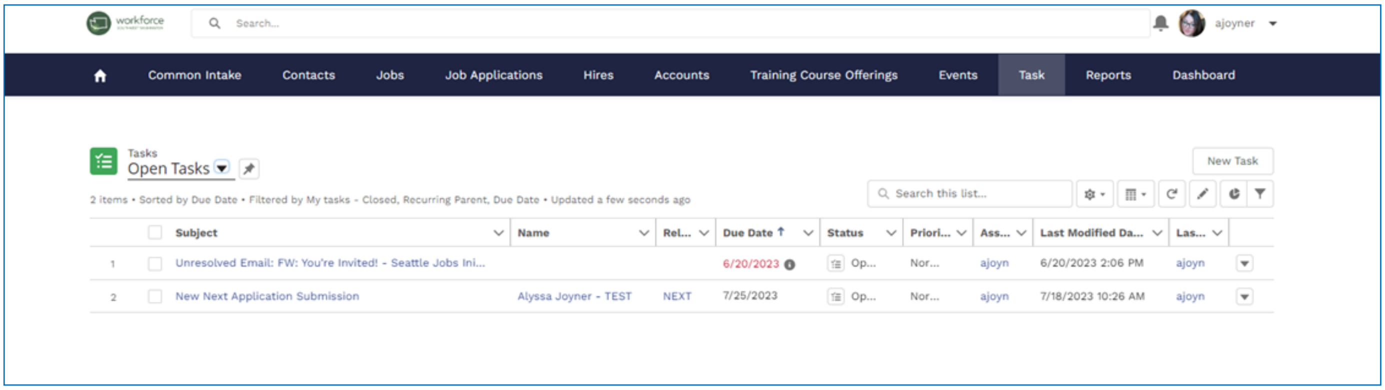
SAVE

Finding Your Assigned Tasks – Case Managers



From the home screen, select **Task**, then click on the drop down "carrot" and select **Open Tasks.**

Note your view will not look exactly like the picture

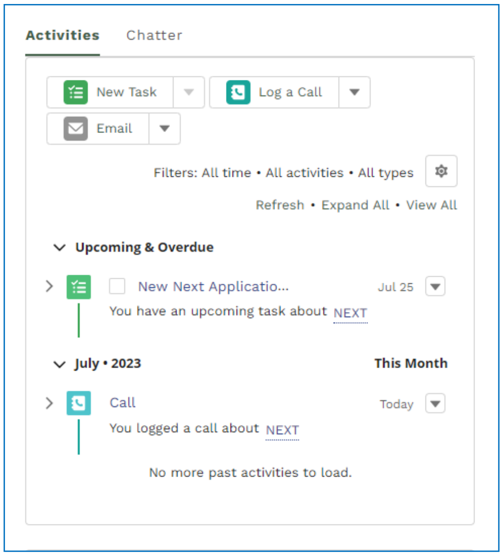


After you navigate to your open tasks, select the name of the participant profile you want to view.

This link will take you to the participant's profile where you can see what they entered in their intake form, track your activity, and close the task.

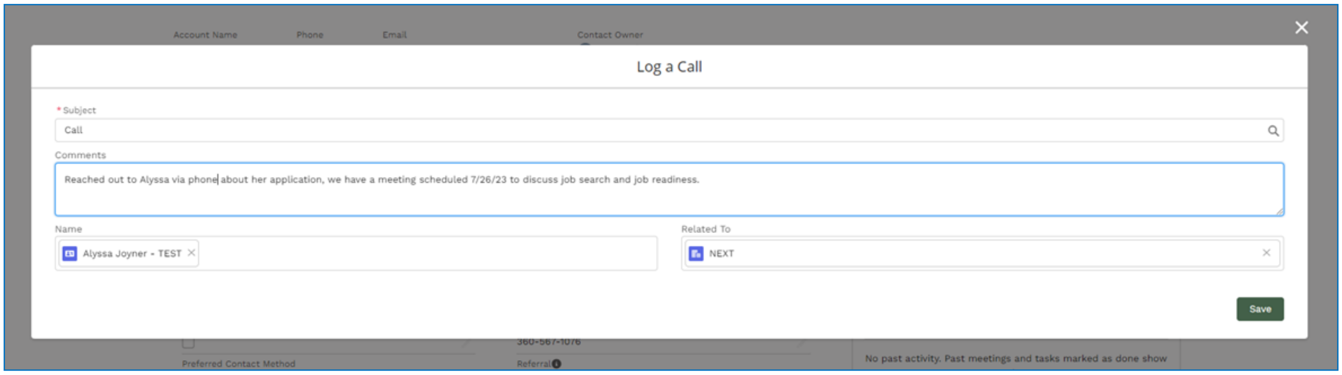
Tracking Activity & Closing a Task – Case Managers

Be sure to track your activity in the profile using the Activities options located in the top right corner of the participant profile.



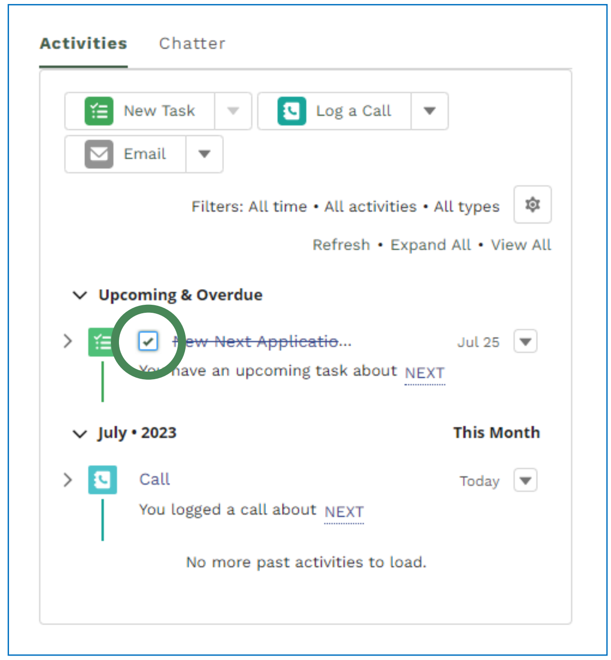
Here you can add a **New Task, Log a Call, post that you had a meeting, or Email** the participant directly from the platform.

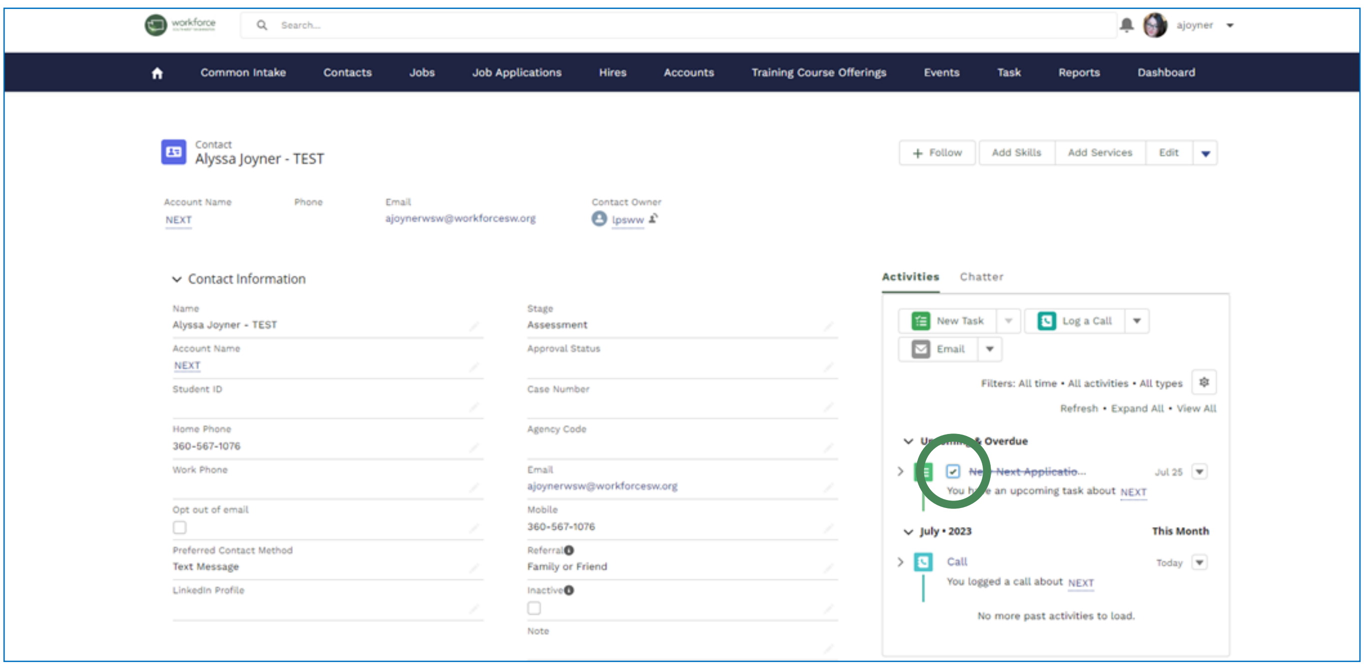
Below is an example of tracking your activity



Always be sure to SAVE.

To close a task, all you have to do is click on the checkbox next to your task(s).





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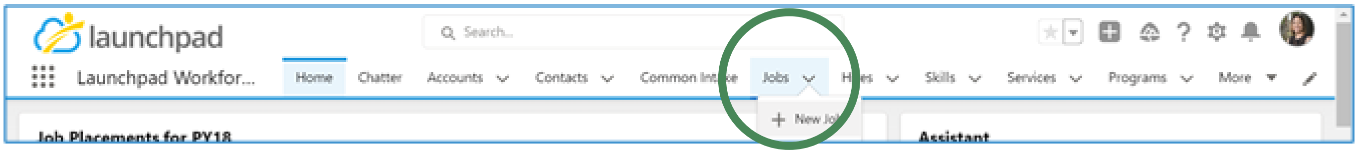
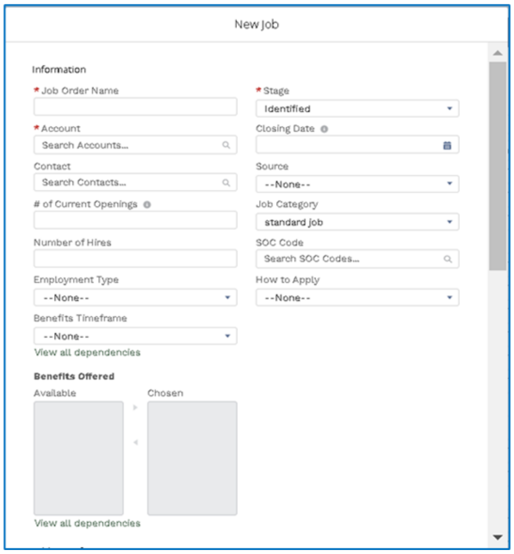
How to Post a New Job:





INFORMATION:

Job Order Name: should be consistent with Employer job titles.

Account: this is the employer's name; if not found in search, add the employer record first and then post the job

Contact: if the recruiter or hiring manager is known, search for them here.

 # Current Openings: if known, enter here; if unknown, enter 1

Number of Hires: update if position is filled with a candidate from the talent pool

Employment Type (choose one)**:** FT Permanent, PT Permanent, FT Temporary, PT Temporary, Temp-to-Hire

Benefits Timeframe: if known when new hires will be eligible for benefits, choose from drop down menu

Benefits Offered: if known, choose all benefits offered by the company

Stage (choose one)**:** Identified, Job Order Taken, Interviewing, Offer Extended, Placement, Closed/Lost

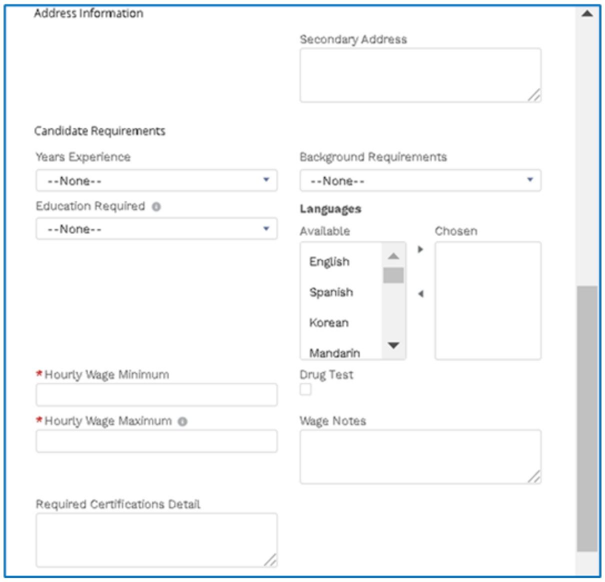
Closing Date: if known, add date

Source (choose one)**:** Direct Employer Contact, Economic Development, Inbound Marketing, JobsEQ, Partner Referral, Staffing Agency, Other WF Development

Job Category: choose Standard Job

SOC Code: Search for the occupation title using one word that best fits; if no results, try the wild card *; for example, instead of searching for "Medical Assistant" search for "Med*"

How to Apply (choose one)**:** Email, Online Application, In Person



CANDIDATE REQUIREMENTS:

Years' Experience: 0 means no experience required (truly entry level), 1–2, 3-5, etc.

Education Required: choose from drop down list

Hourly Wage Minimum: if unknown, enter 1

Hourly Wage Maximum: if unknown enter 49

NOTE: hourly wage min/max are part of the job matching requirements; both the job seeker and job posting must include wages

Required Certifications: text box where certifications can be added if required

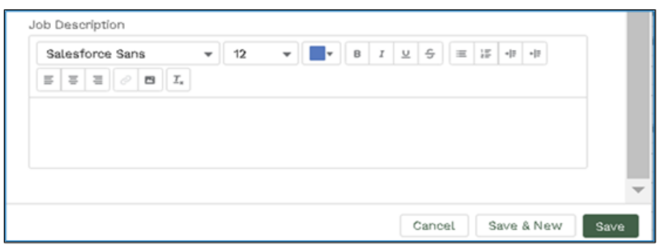
Job Description: copy/paste job description or link to job description here

Background Requirements: if known, choose from drop down menu

Languages: choose from list if languages other than English are required

Drug Test: check if required by the employer

Wage notes: free text, add whatever might be relevant, if any

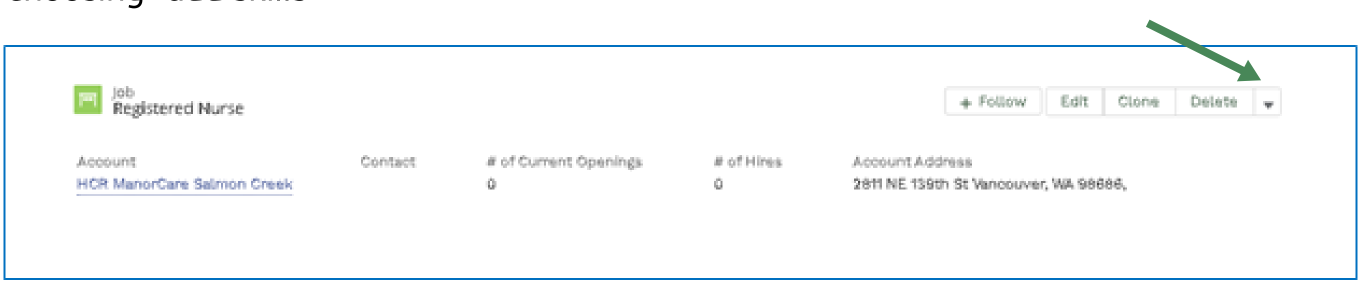


JOB DESCRIPTION:

Copy and paste or hyperlink the job description here

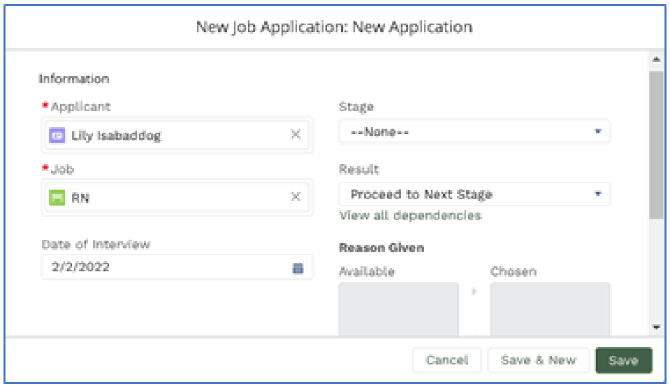
SAVE Record

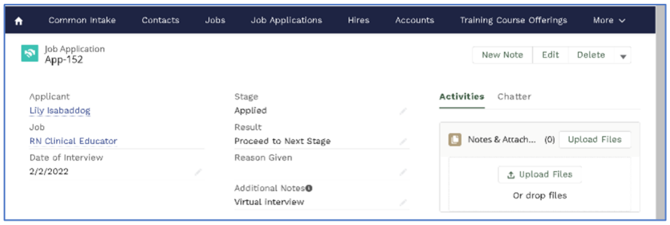
Once you have saved the record, you will need to add skills. Skills are required for the job matching feature to function. Do this by clicking on the drop-down arrow and choosing "add skills"



Applications:

From the job seeker contact record, find the **Job Applications** card on the right side of the job seeker contact record. Click the arrow on the card and select **NEW**.





Search for the job your job seeker desires

Date of interview: if not yet set, use today's date

Stage (choose one)**:** Applied, Interviewing, Offered, Hired or On hold

Result (choose one)**:** Proceed to Next Stage or Declined

If declined, a list shows up **View all dependencies**

Reason Given (if known, choose one)**:** Overqualified, Underqualified, Skills mismatch, Late to interview, No show to interview, Mistakes during interview, Org Culture, Wages, Location, Failed background check, Other

Additional Notes: freeform box for notes to explain reason further, if needed

SAVE

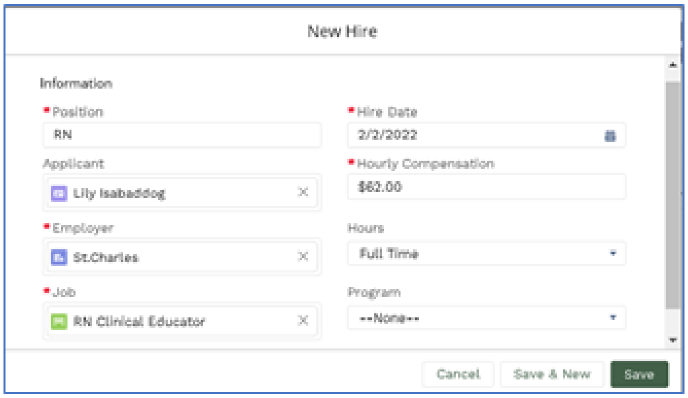
This is the main view of the application process going forward. You can update the stage, interview dates, results, add notes, attachments, upload files, add a new note, edit the file or delete the application.

If applicant is hired, update application stage to HIRED and it will automatically trigger a Hire card in the job seeker contact record. You will need to update the hire date, hourly compensation and hours. If a job seeker is hired for one of our job postings but an application is not created (IE – we find out after the fact), skip the application and go straight to adding a new "hire"

Hires:

Definition of Talent Pool Hire: WorkSource has played a direct role in connecting the employer and Launchpad qualified job seeker.

Start from the Job Seeker contact record and scroll down to the HIRE card on the right side of the screen and choose **NEW**



Position: Insert exact name of position

Hire Date: Enter the date the job seeker starts work

Applicant: Enter the applicant's name in the search bar and it will appear

Hourly Wage: Enter wages in hourly format

Employer: Enter employer name and select from drop down menu. If employer is not on the list, Business Liaison will have to enter info (*see instructions in next step*)

Hours: Select full time or part time

Job: Enter exact name of job and select from drop down list (connects the position/employer/job seeker)

Program: if job seeker is participating in a program, select from drop down list

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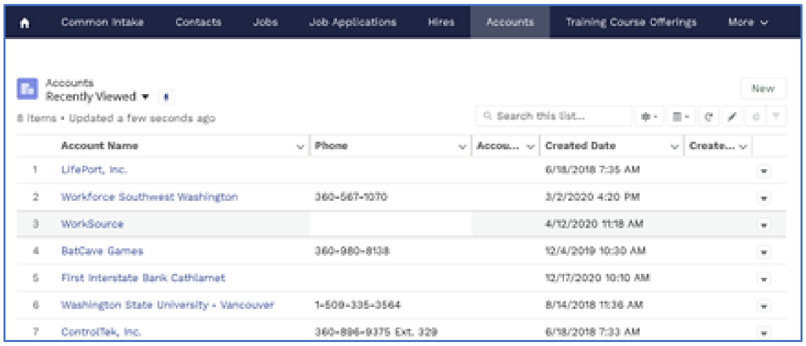
How to add an Employer Account (Business License only):

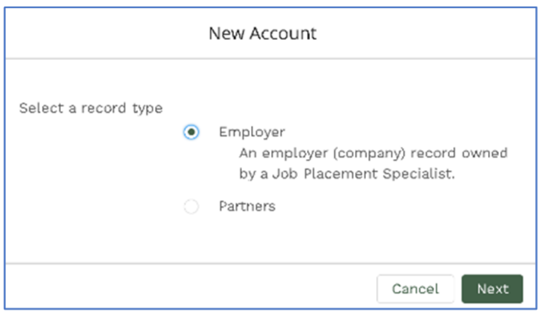
On Home page, select **Accounts**.



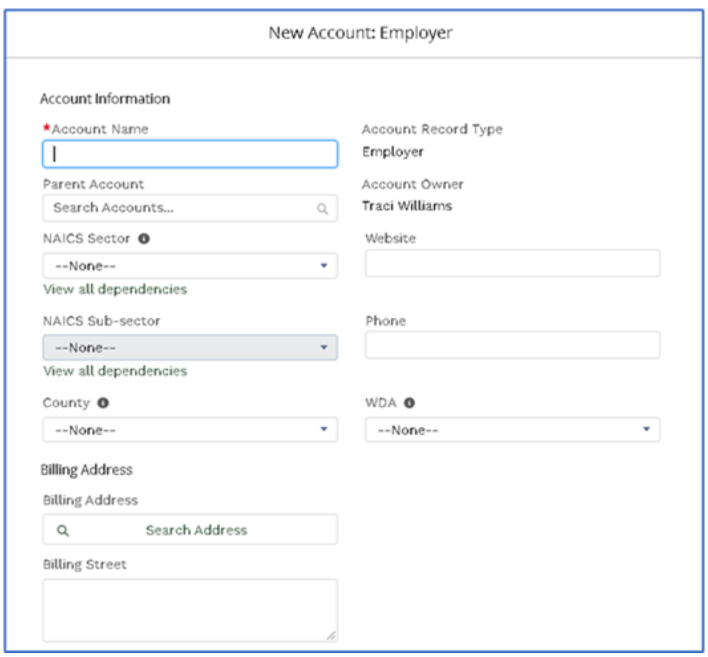
On the far left, click on the down arrow to select the account list you are seeking.

Search name of new account prior to adding your selection to ensure it is not currently listed in the database.

If not listed, click **New**.



New Account box, select Employer



New Account required information:

- Name of Employer
- NAICS Sector
- NAICS Sub-sector
- County
- WDA (Workforce Southwest Washington)

Required Single Point of Employer Contact

The **account owner** of each employer account is utilized to coordinate business outreach and decrease duplicative asks of employers from the workforce system of partners.

If you would like to contact an employer, **you will reach out to the account owner** with details on what you would like to talk with the employer about. The account owner will work with you to make the best type of connection/introduction

Great to have information:

- Billing Address
- Website
- Phone Number

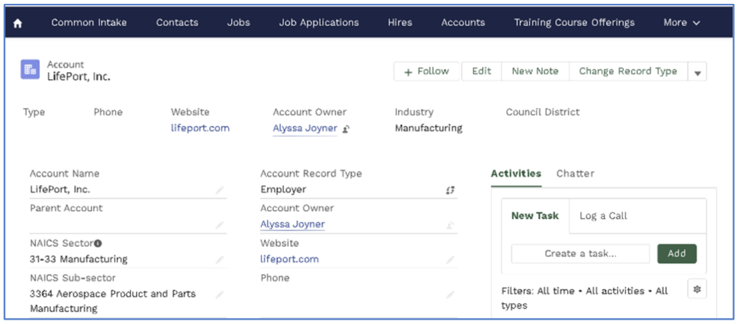
Qualifying a Job Seeker:

Definition of Qualified: the job seeker has completed all tasks and training (if applicable) and is ready to look for work. WorkSource is engaged with the job seeker, has reviewed qualifications, the job seeker has a professionally formatted resume and staff are ready to stand behind the referral to an employer.

Required *Qualified Job Seeker* Checklist (these things must be captured in Launchpad)**:**

- Name
- Stage (Job Search)
- Contact phone
- Email
- Full Mailing Address
- County
- Workforce Development Area (Workforce Southwest Washington WDA)
- Veteran Status
- Gender/Pronouns
- Job Search Information
    - SOC
    - Desired Position (primary search)
    - Wage
    - Pass Drug Test/Background information (Healthcare required)
    - Work shifts available
    - Driver License
    - Transportation
    - Distance can travel
    - Qualified date
    - Qualified by (name)
- Professional resume, appropriate for the level/job being sought
- Skills added, reflecting experience; hard and soft skills (based on relevance to occupation being sought)
- Notes – what makes this job seeker qualified outside of skill sets (paint the picture in a couple sentences as if you were speaking directly to a potential employer)? What are other SOC Codes/Jobs Titles for which candidate is additionally qualified (based on education, skills, experience)?

Tour of Employer Account Record & Employer Services:

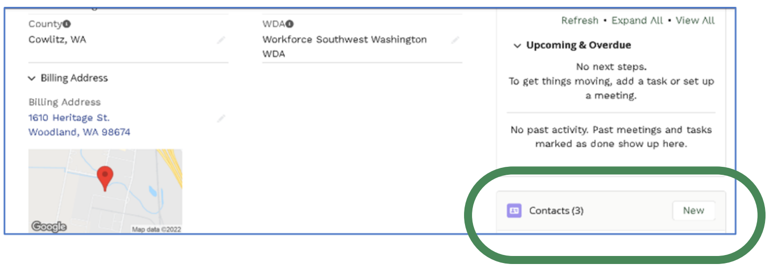


Follow: you will be notified on your dashboard if anything is recorded on the record.

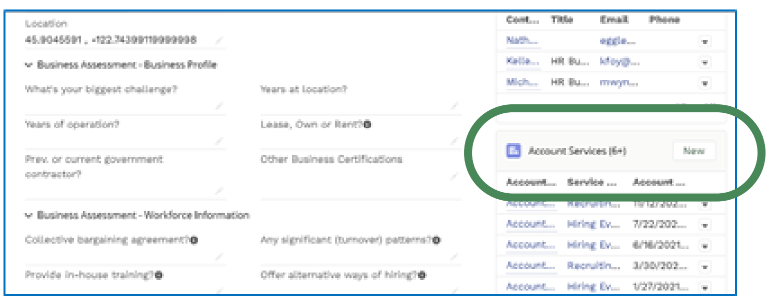
Chatter: allows you to talk with someone internally regarding the account.

Home account page: will list account owner of an account at the top of the page. Before ever reaching out to any employer, contact the Account Owner or WSW Business team.

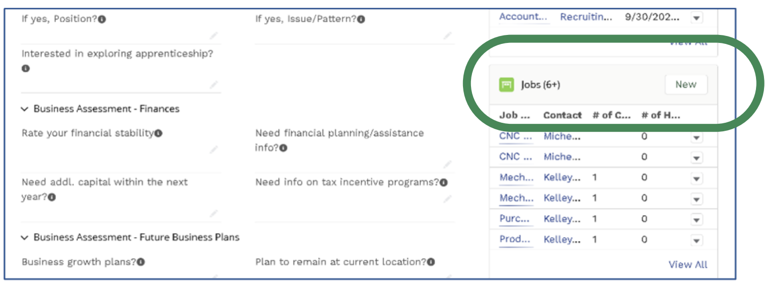
Activities: You can create a task regarding this account and log a call/email to create a timetable or document conversations.



Contacts: Look up or add new direct contacts for the account.

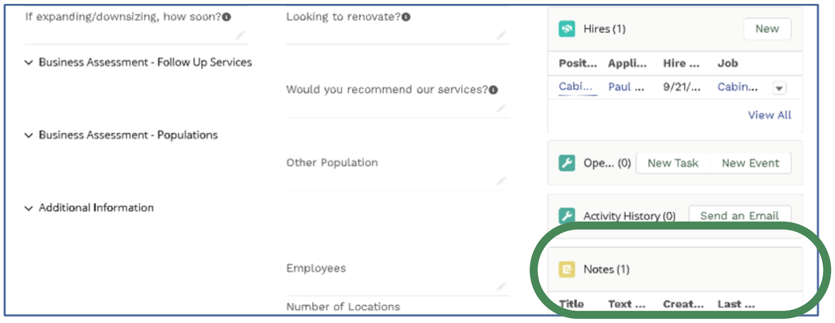


Account Services: directly track direct employer services *(see list and definitions below)*.



Jobs: see list of jobs or enter a new job.

Hires: see list of previous hires or add new hire for a job seeker/employer



Notes: read previous notes or enter in new notes directly related to the account.

Files: upload documents or anything **NOT** confidential to the account.

Employer Services Definitions:

Service	Definition/Examples
Access to Labor Market Information	Customized labor market information for specific employers, sectors, industries, or clusters
Access to veterans and other special populations/ programming	Business request and referral to connect with community-based organization and specialized programs inside of WorkSource and Next
Assistance writing job descriptions	Assistance writing/revising job descriptions to increase applicant pool by making job descriptions more inclusive and skills based
Attended Special Event	Resource fairs, business trainings, information session, and other special events hosted by WSW or WSW-funded programs (WorkSource, Next, etc.)
Customized Training	Training designed to meet specific requirements of an employer (including a group of employers), that is conducted with a commitment by the employer to employ an individual upon successful completion of the training, and for which the employer pays a significant portion of the cost of training
Sector Strategies	All other customized services for employers – development and implementing industry sector strategies, including those that involve industry partnerships, regional skill alliances, industry skill panels, and sectoral skill partnerships
Diversity, Equity and Inclusion	This service should be used to document consultation services that result in actions taken by employers to enhance their internal DEI strategies

Employer outreach visit/promotional call	Cold call, check in, site visits, invitation to hiring events, general marketing of business services to area employers
Facilities usage	Room usage for information sessions, interviews, training, etc.
Hiring Event	Attended a hiring event hosted by WSW, WorkSource, Next or other WSW program
Hiring in Response to COVID-19	Hiring staff to fill needs directly related to vacancies or new demand due to COVID-19
Incumbent Worker Training	Training funded partially or in total by WSW that is designed to meet the special requirements of an employer (or group of employers) to retain a skilled workforce or avert the need to lay off employees
Information on Business Start-up, retention and expansion	Business request for information to connect with local resources
Internships or Paid Work-Experience	Tracking business participation in WSW funded internships/paid work experience
Job Seeker Referral	Customized screening and referral of job candidates to employers
Layoff Aversion Services (incl. Shared Work Program)	Assistance to area employers in managing reductions in force in coordination with Rapid Response activities with strategies for aversion of layoffs, which may include strategies such as early identification of firms at risk of layoffs, use of feasibility studies to assess the needs of and options for at-risk firms, and the delivery of employment and training activities to address risk factors

Layoff/plant closure assistance	Assistance to area employers in managing reductions in force in coordination with Rapid Response activities with strategies for aversion of layoffs, which may include strategies such as early identification of firms at risk of layoffs, use of feasibility studies to assess the needs of and options for at-risk firms, and the delivery of employment and training activities to address risk factors
On-the-Job Training	Tracking business participation in WSW funded On-the-Job Training programs
Pre-employment assessment testing & screening	Ask from a labor union or employer to conduct pre-employment applicant screening or assessment testing
Program Eligibility for New Hires	WSW funded case manager conducts new hire eligibility for OJTs or Internships/Work Experience
Rapid Response/ Dislocated Workers Assistance	Providing rapid response services to employers and employees
Recruiting and Placement Assistance	Recruiting applicants through the public workforce system on behalf of an employer
Referral to business consortium network (chamber, ec/dev, workforce board, etc.)	Tracking business participation in WSW funded internships/paid work experience
Referred by Economic Development Partner	Used to track businesses referred to the workforce system by CREDC and CEDC