



GSETA 2018 Conference

HIGH TECH/HIGH TOUCH: Using Technology to Enhance Workforce Services

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New Start Career Network--Key Issues

- 4,000+ members (LTU and over 45) throughout NJ
- Limited budget and staff
- Members are:
 - Overwhelmed and confused
 - Discouraged and isolated
 - Focused on low priority/payoff activities
- Members tell us:
 - Need information “pushed” to them, preferably through email
 - Need structure--what do I do and when?

New Start Career Network--Key Questions

How do we use technology to . . .

- Educate?
- Connect?
- Coach?
- Provide structure and focused self-direction?

Tech Tools	How We Use Them
Constant Contact--Email	<ul style="list-style-type: none"> ● Tip of the Week ● Welcome Email Series ● Job Fair Preparation Series ● Email “courses” (in the works)

EventBrite	<ul style="list-style-type: none"> ● Registration for all online events <ul style="list-style-type: none"> ○ Can ask questions ○ Provide reminders ○ Email handouts, recordings, etc.
Google Drive	<ul style="list-style-type: none"> ● Upload and share handouts for webinars ● Roadmaps--Thematically-related webinars
Zoom Video Conferencing	<ul style="list-style-type: none"> ● One-on-one and group coaching with volunteers ● Webinars ● Open Office Hours ● Mastermind Groups ● Specialized Groups (Resilience Circles, Getting Unstuck, etc.) ● Practice Interviews ● Online Resume Reviews
Vimeo	<ul style="list-style-type: none"> ● Upload, share/embed webinars, coaching meetings, etc. ● Password protection ● Can create channels

Key Benefits

- Convenience for both staff and job seekers
- Expands service delivery opportunities--can serve more people with fewer resources
- Reduces demands on staff time so staff can focus on “higher need” people
- Multiple ways to stay in touch/provide support
- Increases job seeker skills/comfort level with technology

Key Considerations/Questions for Implementation

- Who are your customers and what do they really need?
- What information are you delivering repeatedly? How could you use technology to automate?
- How can you use technology to provide structure and reduce “overwhelm?”
- How can you use technology to connect people to staff and to other job seekers to reduce isolation?
- How could you collaborate to provide “best of” information across programs/centers?
- How can you cultivate an experimental approach to learn what does/doesn’t work?

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