LAUNCH

ACAAA Board of Directors Meeting
February 19, 2025

About LAUNCH

Data

is aggregated and analyzed to connect...

Jobseekers

to jobs, career paths, trainings and…

Employers

who provide meaningful opportunities that fuel…

Change

and long-term economic and workforce development.

Guiding Principles

Simplicity

A social media-like, easy-to-use interface

Skills

Establishing an infrastructure for skills data

Arkansas

Built in Arkansas and tailored to the state's unique needs

Engagement

Framed for continuous use, even past employment

How does LAUNCH prepare Arkansas for the workforce of tomorrow?

Charting Personalized Career Pathways

LAUNCH uses comprehensive data analyses, such as wage histories and industry demands, to identify and recommend career opportunities that enhance earnings and job satisfaction.

Utilizing AI and ML for Advanced Skill Matching

The platform assesses skills from job seekers' resumes and detailed job descriptions to accurately match candidates with job openings that suit their unique skill sets, facilitating successful career transitions.

Offering Training and Development Opportunities

LAUNCH directs job seekers to relevant training and educational programs, equipping them with the skills necessary to meet the demands of current and future job markets.

How does LAUNCH prepare Arkansas for the workforce of tomorrow?

Utilizing Real-Time Labor Insights

LAUNCH uses comprehensive data analyses, such as wage histories and industry demands, to identify and recommend career opportunities that enhance earnings and job satisfaction.

Alleviating Employer Challenges

The platform assesses skills from job seekers' resumes and detailed job descriptions to accurately match candidates with job openings that suit their unique skill sets, facilitating successful career transitions.

Fueling Long-Term Economic and Social Impact

LAUNCH directs job seekers to relevant training and educational programs, equipping them with the skills necessary to meet the demands of current and future job markets.

LAUNCH for Jobseekers

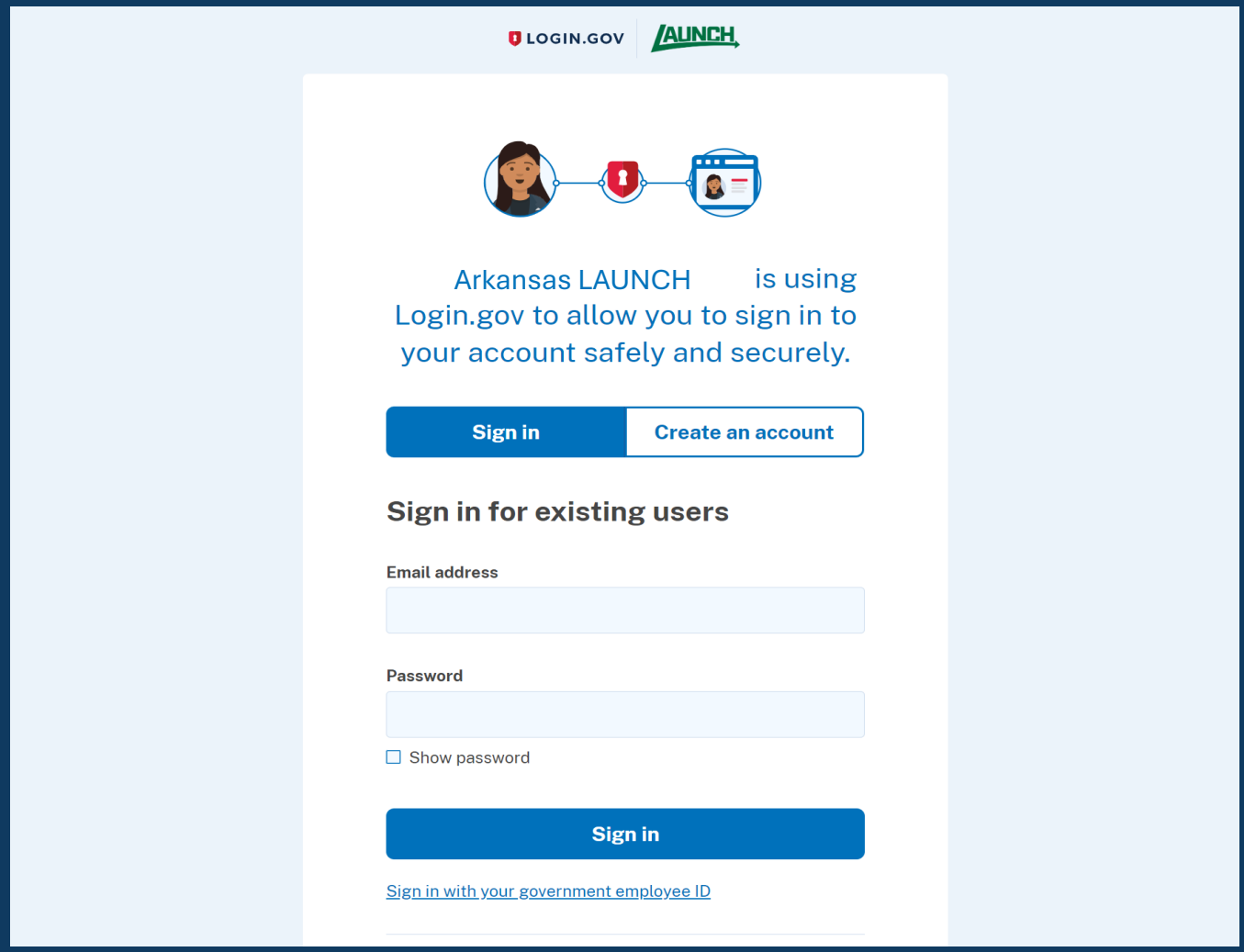
LAUNCH for Jobseekers acts as a hub for Arkansas' jobseekers and learners, providing them with co-located resources on **training, career, and job opportunities**. It uses casual machine learning to create personalized career recommendations for jobseekers by using state administrative data to understand which career switches have worked and which have not.

User Journey

- **Single, Single Sign-On**
- **Onboard Skills and Experiences**
- **Upload Verified Credentials**
- **Review Recommended Career Paths, Trainings, and Jobs**
- **Connect with Employers and Training Opportunities**
- **Continuous, Long-Term Use**

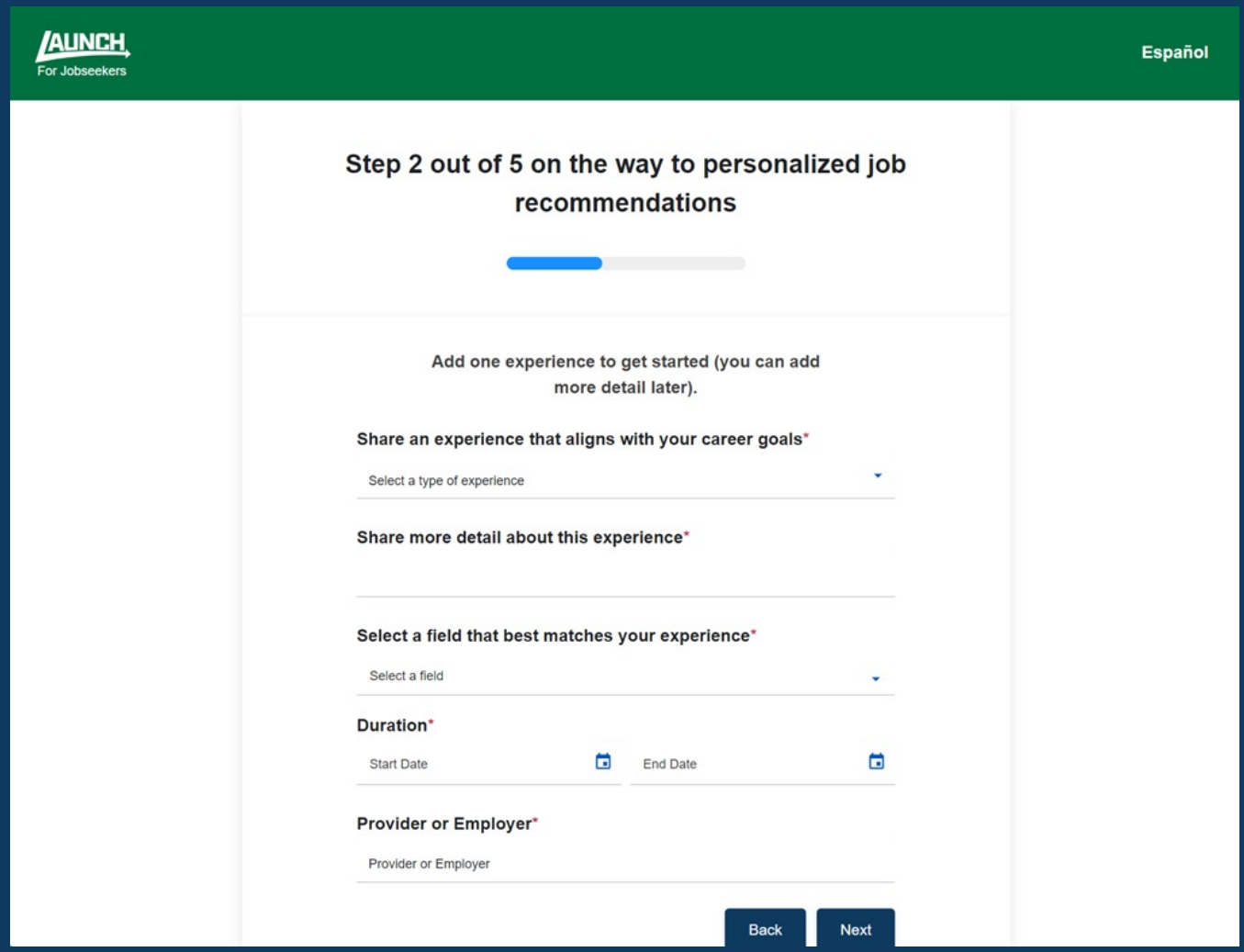
Login.gov Sign-On

Users access LAUNCH for Jobseekers securely via Login.gov, ensuring that entry is protected and personal data is guarded, which simplifies using multiple services with a single set of credentials.



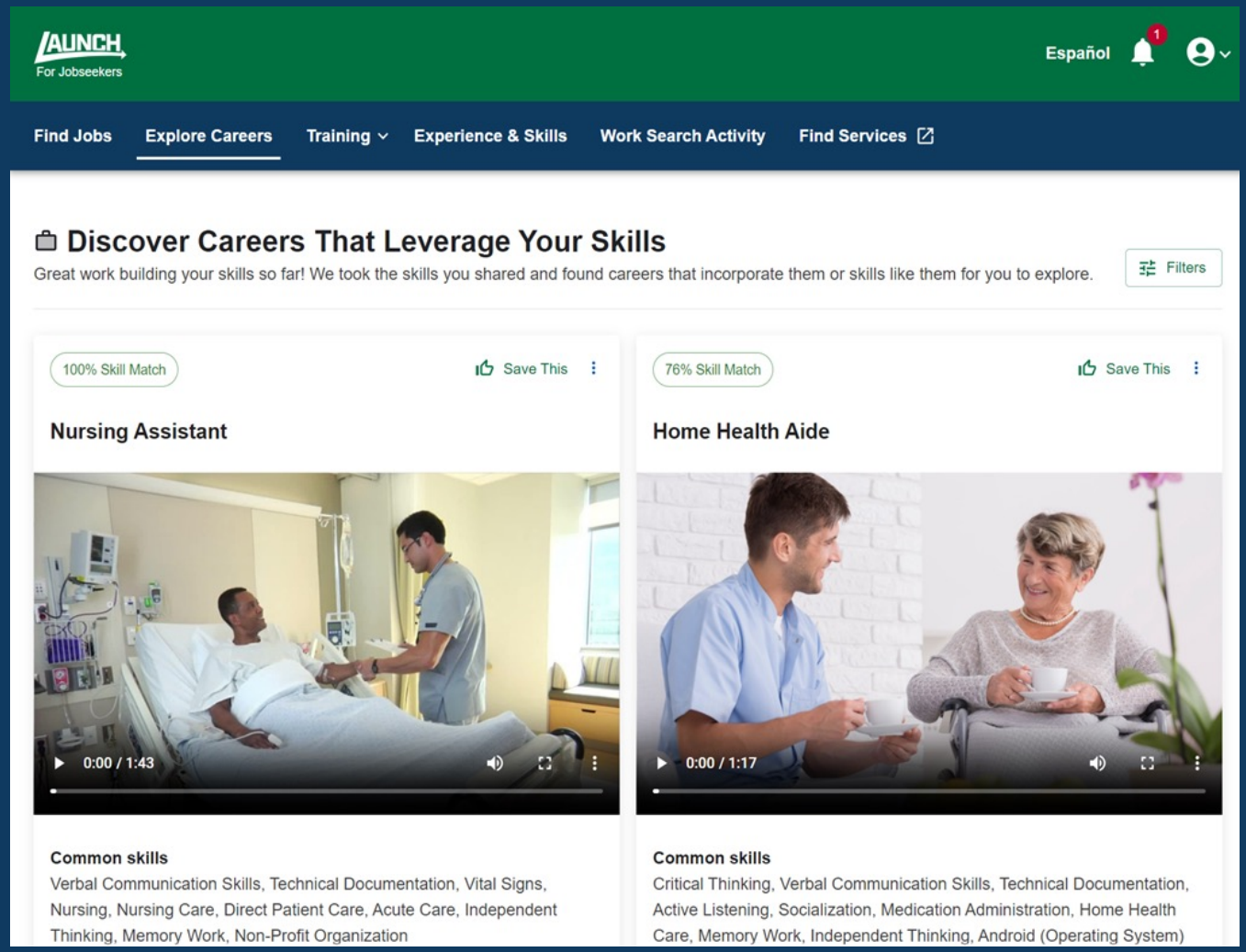
Account Onboarding and Skills Profile Creation

During onboarding, users provide personal details and job preferences and upload resumes. The platform uses this information to auto-populate a skills profile, aligning users with job opportunities that match their skills and interests, streamlining the job search process.



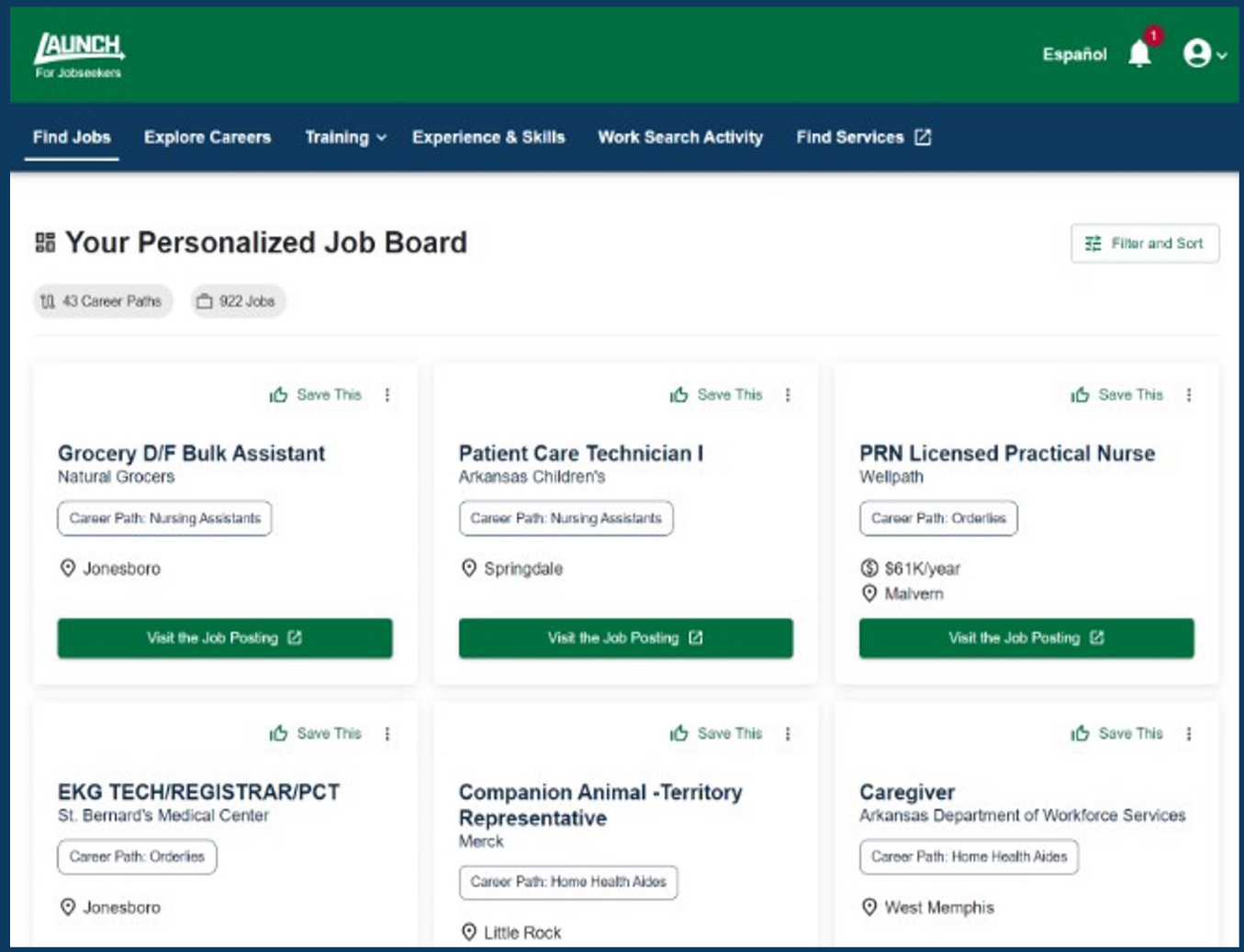
Career Exploration

The platform offers career path suggestions based on user data and market trends, informing users about different industries and potential growth, aiding informed career decisions.



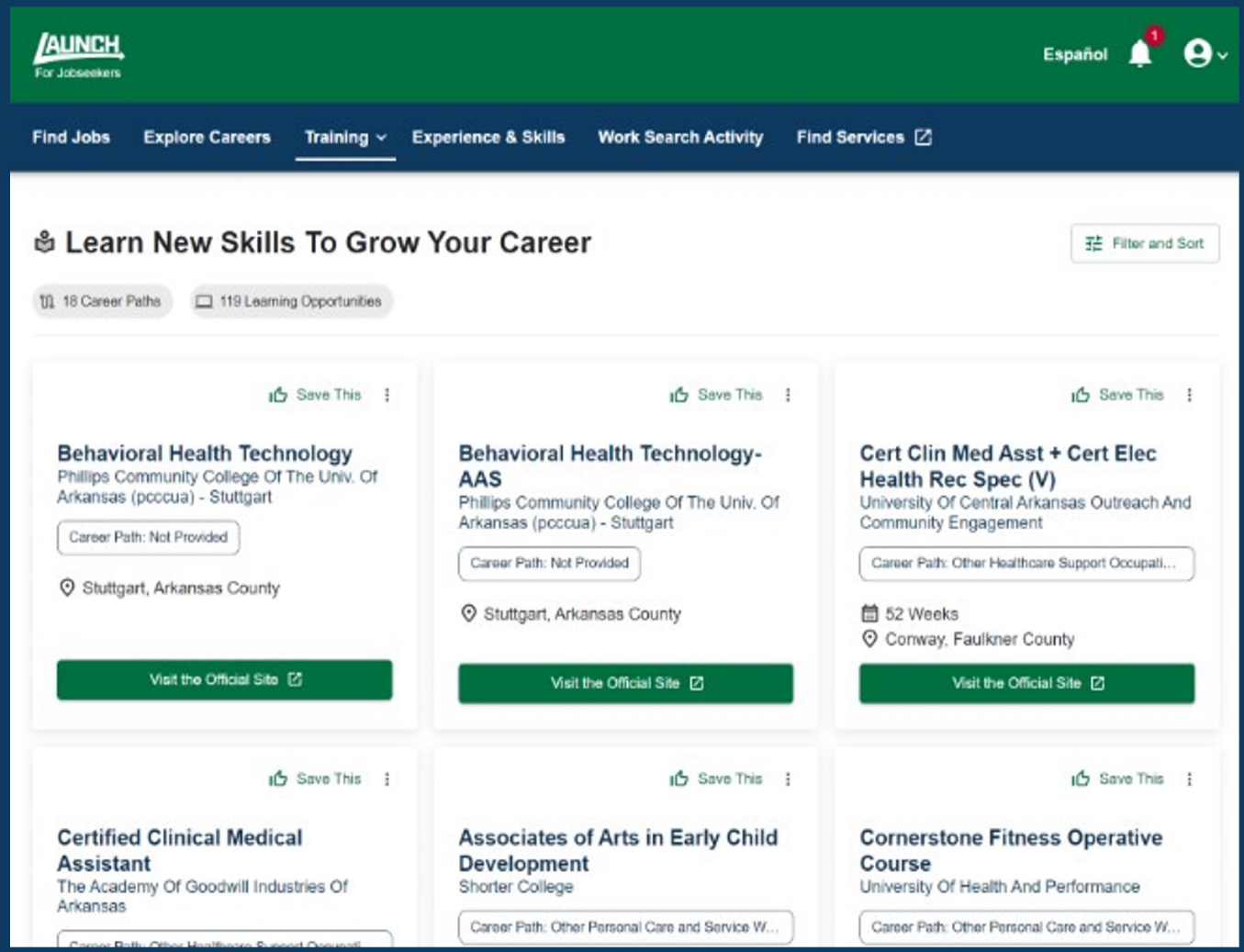
Job Exploration

The job exploration feature allows users to browse and apply to a tailored list of job listings, enabling them to discover and quickly apply to suitable employment opportunities.



Training Opportunity Exploration

Users can find and enroll in training programs that are relevant to enhancing their qualifications, helping them stay competitive and facilitating career advancement.

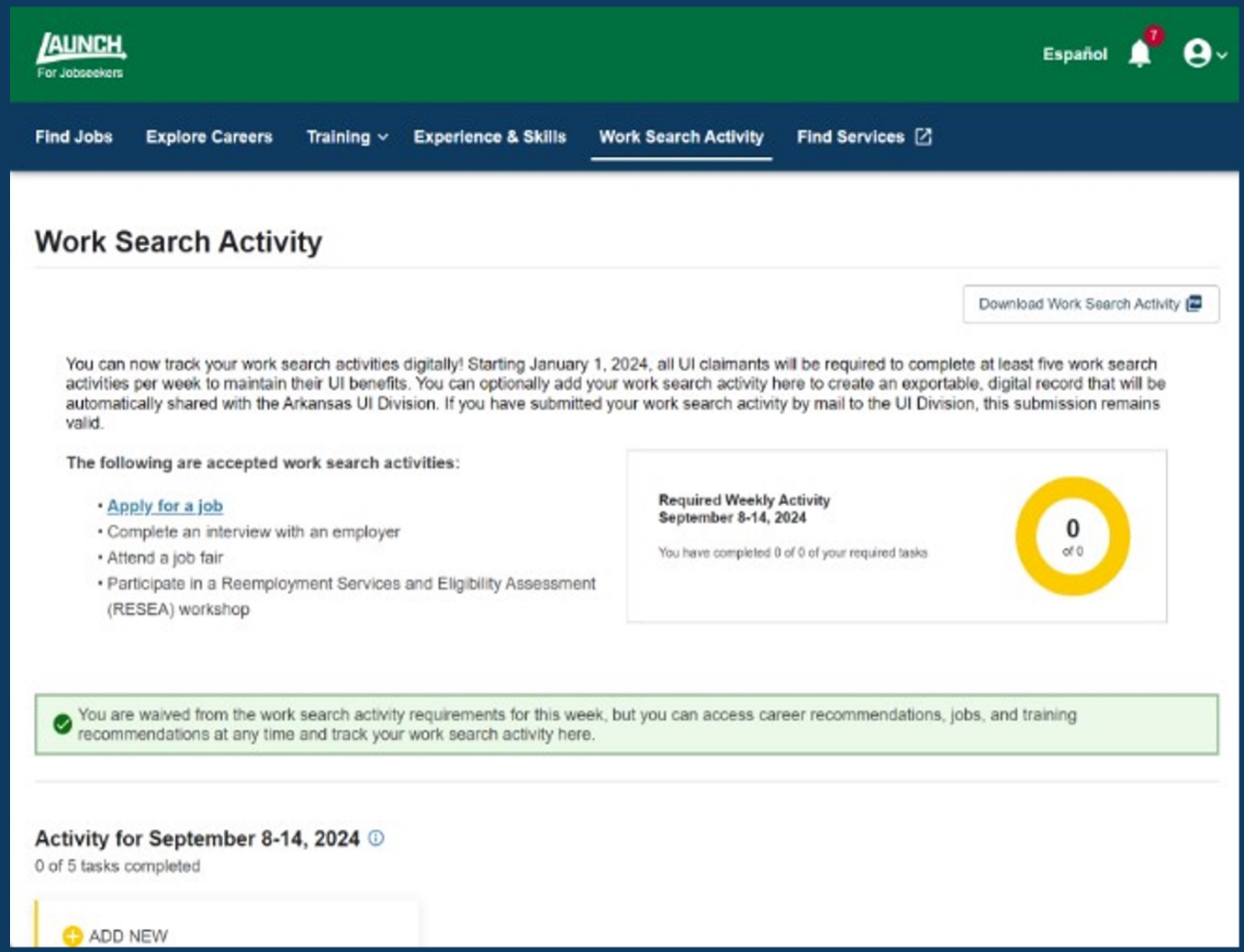


Work Search Tracking for UI Claimants

UI claimants can track their job search activities between certification weeks directly within LAUNCH. This feature keeps all activities organized and readily accessible for when claimants certify their efforts.

Applying to a job via LAUNCH automatically drafts a new activity in their tracker, simplifying record-keeping and ensuring compliance.

This tracking is especially beneficial to UI auditors, alleviating their administrative burden.



LAUNCH for Employers

LAUNCH for Employers harnesses the power of data analytics and artificial intelligence to **connect businesses with the most suitable candidates**, optimizing the recruitment process and **reducing time-to-hire**. Employers can focus more on engaging with top candidates rather than sifting through large volumes of applications, which increases efficiency and improves the quality of hire.

User Journey

Easy, Self-Service Employer Onboarding

Share Skills-Based Job Details

Post Job to the National Labor Exchange

Instantly View Anonymous Candidates

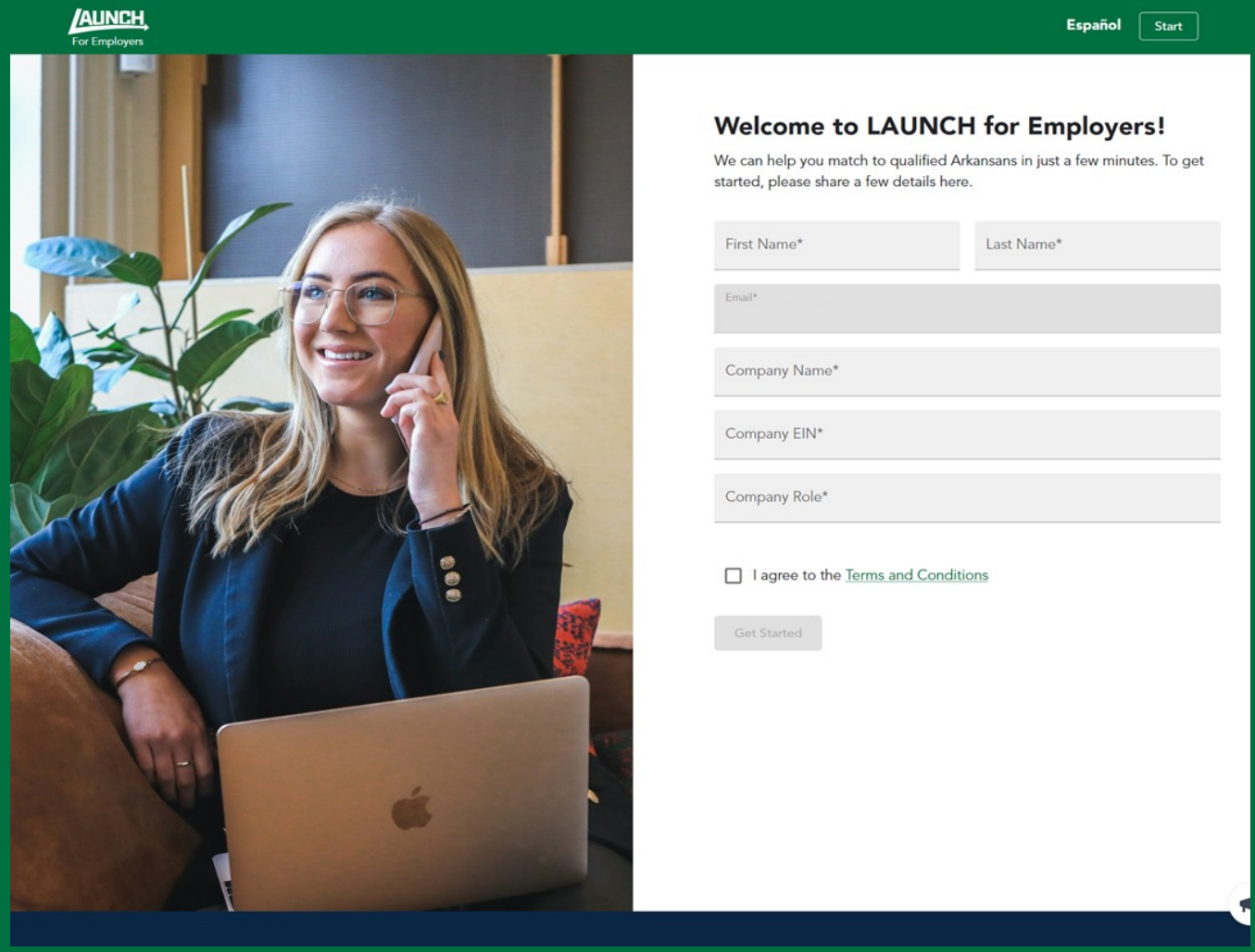
Select and Invite Candidates to Apply

Save Time and Hire High-Quality, Ready-to-Work Employees

LAUNCH

Account Creation and Onboarding

During the account registration process, new users provide their first name, last name, company name, test EIN, and company role to begin finding matches.

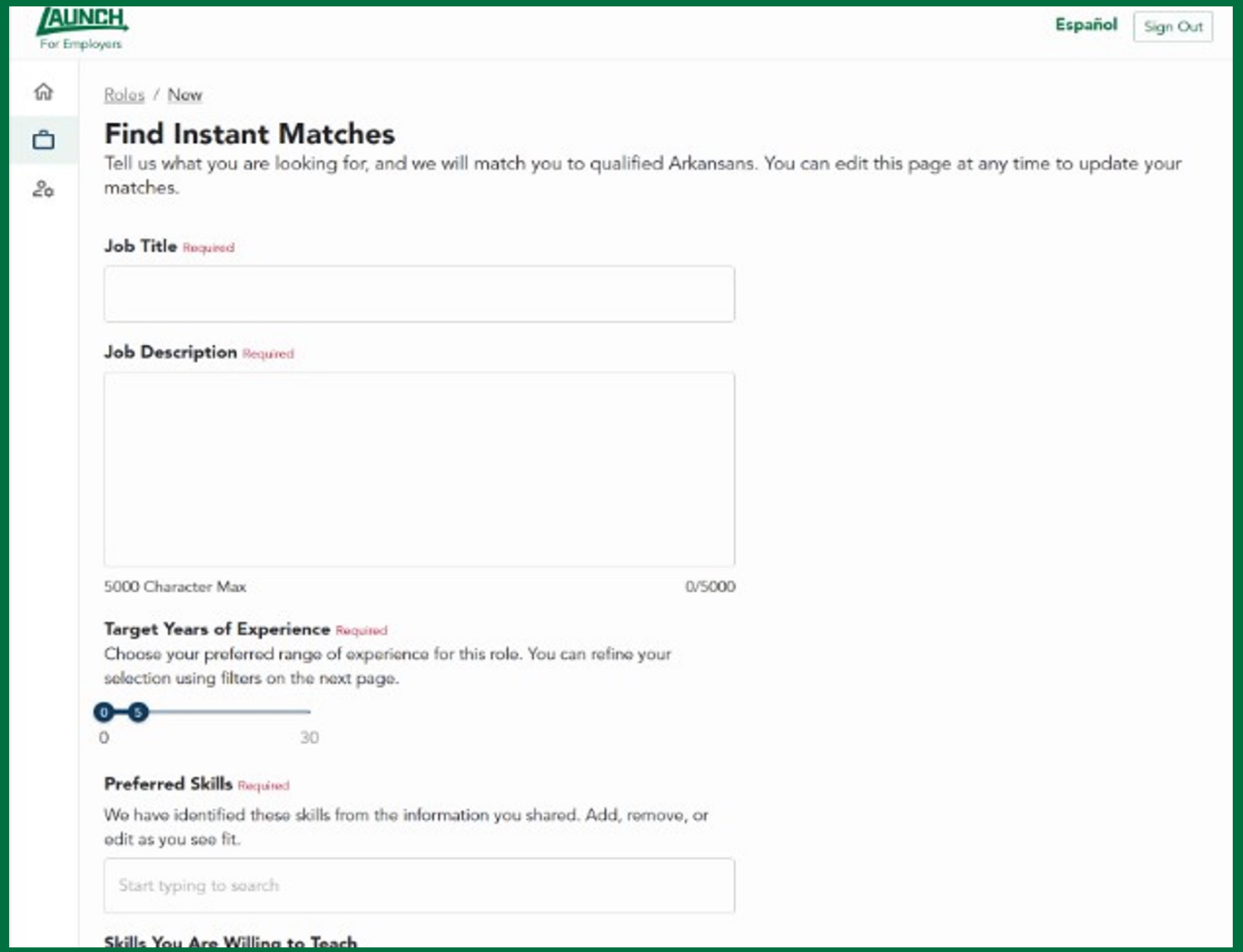


Adding a New Job

To add a new job, employers enter the job title and a detailed job description that outlines specific tasks and responsibilities.

Through AI, the platform automatically suggests the skills for this role based on the job description provided.

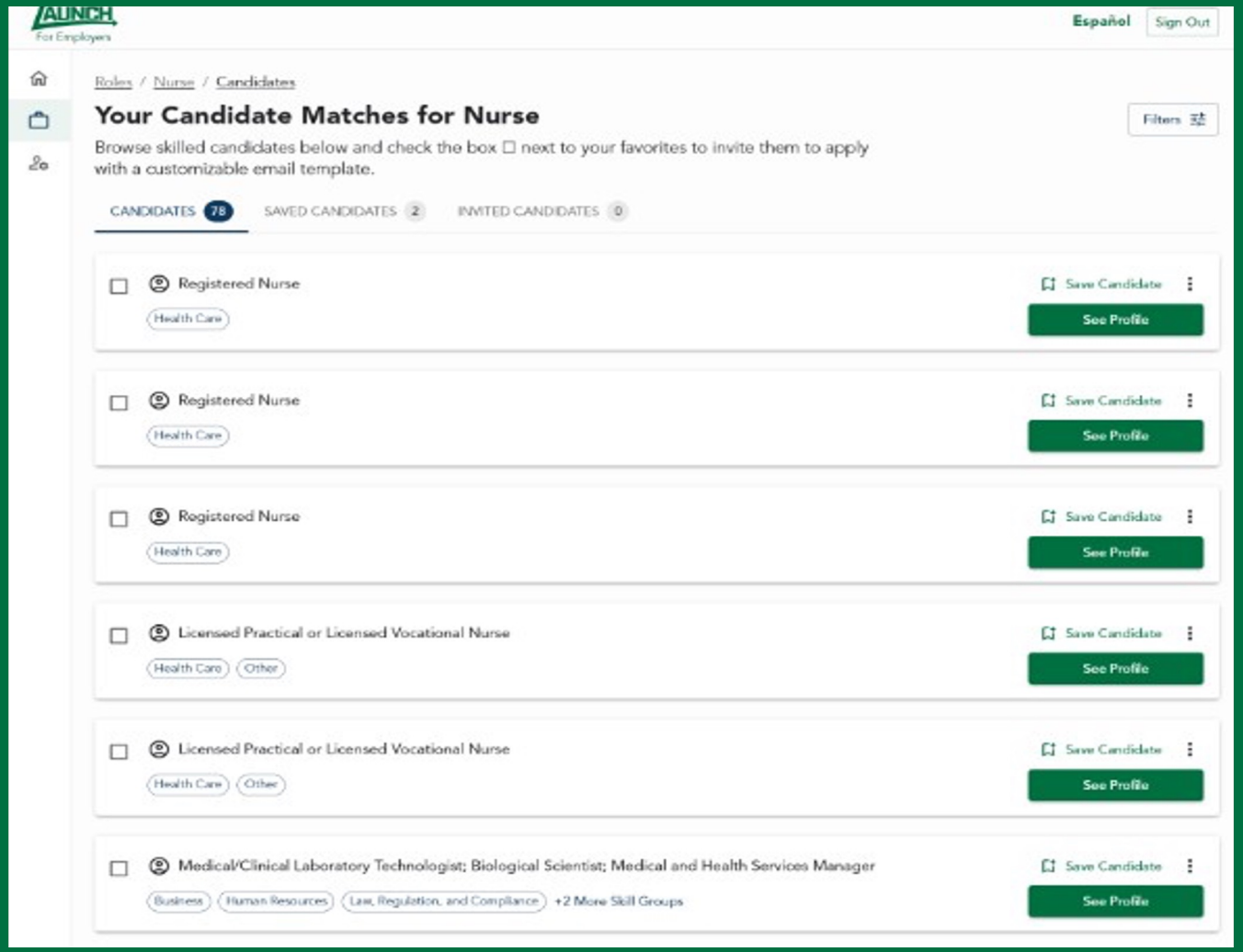
From here, their job is posted to the National Labor Exchange, which funnels the opportunity to candidates on LAUNCH for Jobseekers.



Review Candidate Matches

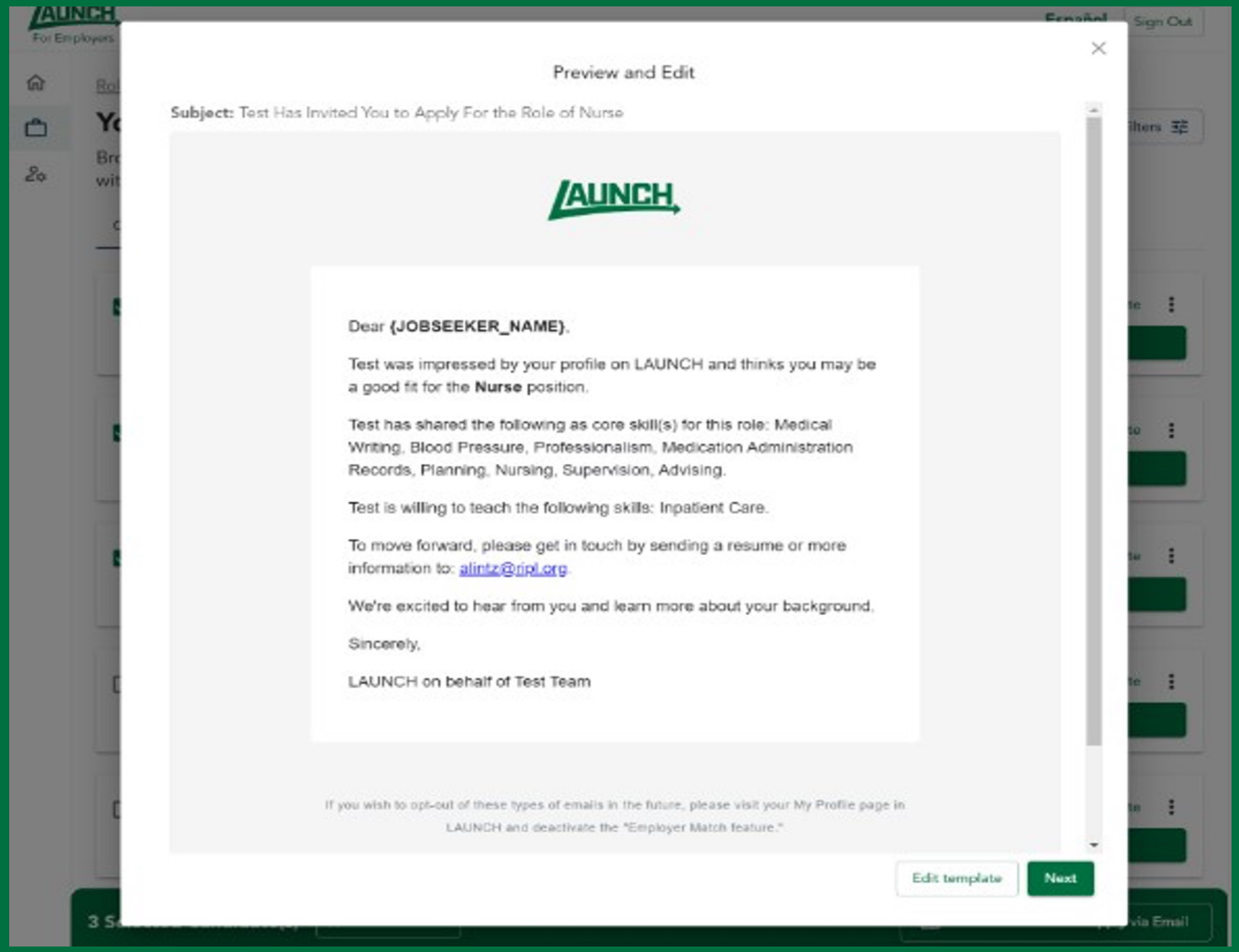
Employers are presented with a daily updated list of candidates that match the specific criteria set for the job.

This list is accessed from the dashboard where employers can review the candidates' basic information and decide if they want to delve deeper into individual profiles.



Customize Invitation Email

Once suitable candidates are identified, employers can select them for an invitation. Employers customize the invitation by editing a pre-filled email template to include specific details such as personalized messages or links to the application process.



Supportive Service Discovery and Common Intake

MyAR SERVICES Arkansas CiviForm

Save time when applying fo

Log in to your Login.gov account or create an account and apply for many
having to enter the same information again. You can also edit application
check your application statuses.

Log in | Create account

Find services that can help you

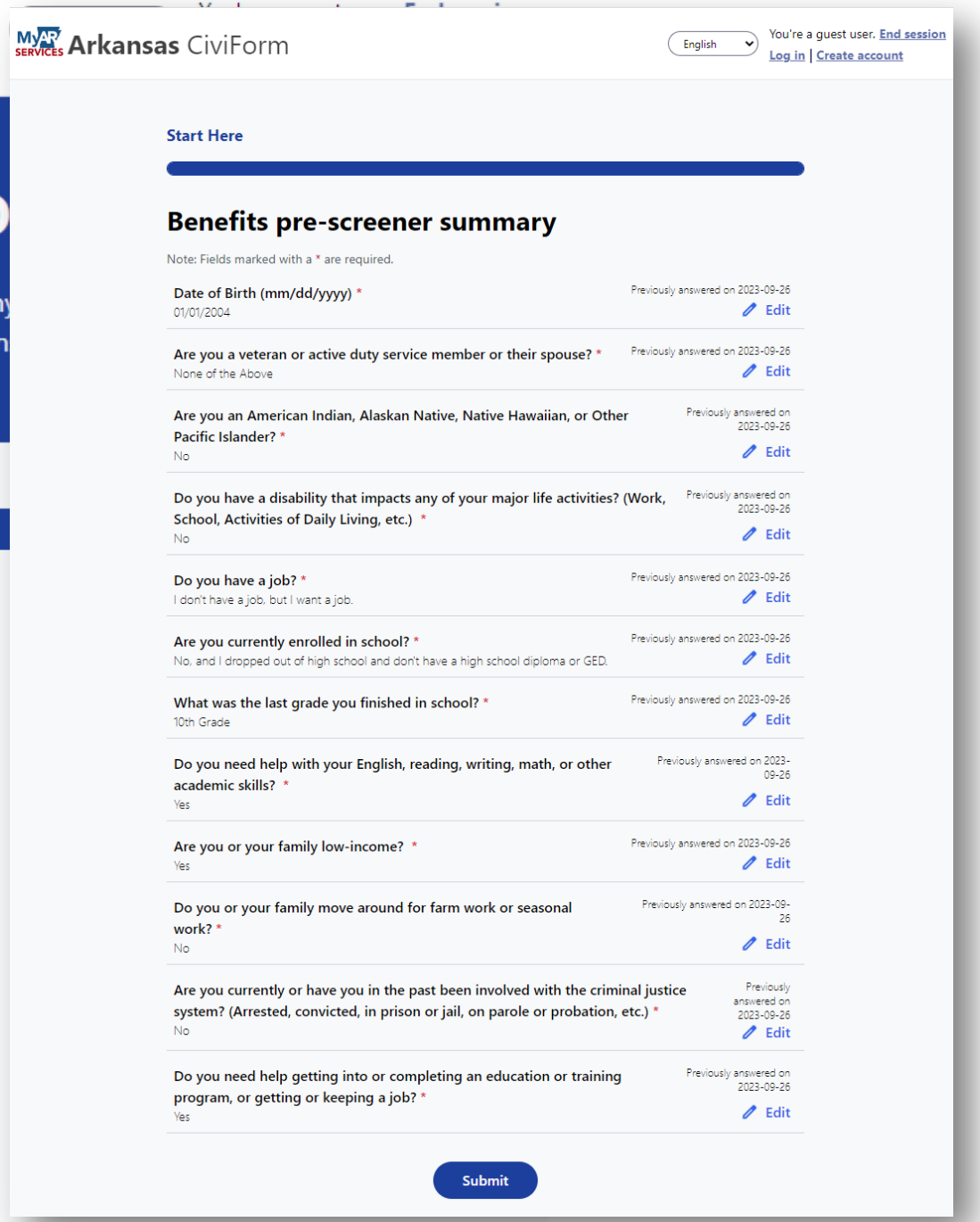
Start Here

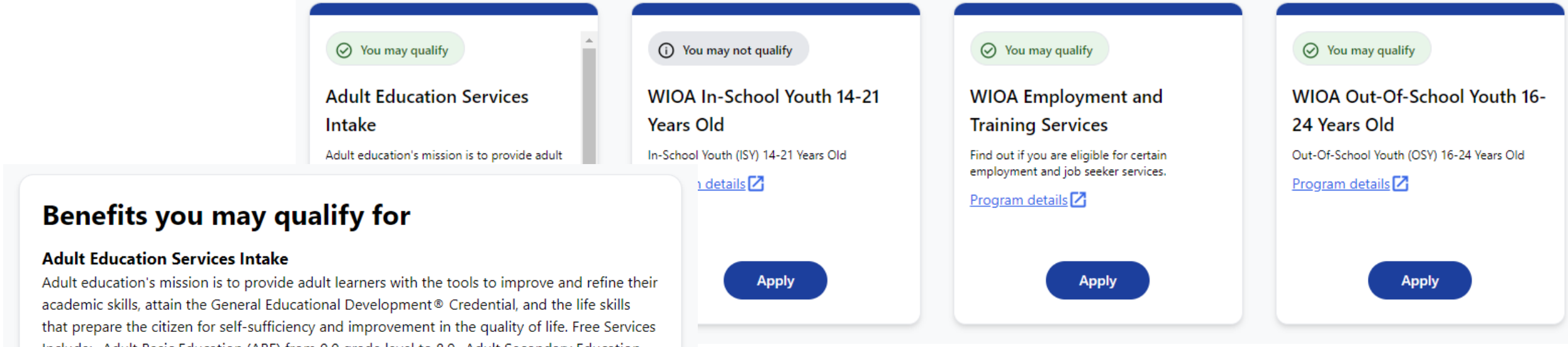
Enter your basic information here.

Program details

Start here

Start with 12 quick questions





Benefits you may qualify for

Adult Education Services Intake

Adult education's mission is to provide adult learners with the tools to improve and refine their academic skills, attain the General Educational Development® Credential, and the life skills that prepare the citizen for self-sufficiency and improvement in the quality of life. Free Services Include: -Adult Basic Education (ABE) from 0.0 grade level to 8.9 -Adult Secondary Education (ASE) from 9.0 grade level to 12.9 -English to Speakers of Other Languages (ESOL) -Workplace Education -Correctional/Institutional Education (C&I) -Workforce Alliance for Growth in the EconomyTM (WAGE) -Learning Disabilities Screening -GED Testing Services -Arkansas Adult Learning Resource Center (AALRC) -Family Literacy

WIOA Employment and Training Services

Find out if you are eligible for certain employment and job seeker services.

WIOA Out-Of-School Youth 16-24 Years Old

Out-Of-School Youth (OSY) 16-24 Years Old

You may be able to get these benefits if you apply through the online application by clicking 'Apply to programs'.

Create an account or sign in

Log in to your Login.gov account or create an account to have your information saved. You'll be able to return at any time to complete future applications. If you do not already have an account, the login page will allow you to sign up and you won't lose any data you've already entered.

Apply to programs | Log in | Create account

- Quickly identify and apply to potentially relevant programs and services
- Visual indicators of potential qualification
- Nudges when new potentially relevant programs are added
- Apply as a guest or sign in with Login.Gov

WIOA Out-Of-School Youth 16-24 Years Old

2 of 8

Note: Fields marked with a * are required.

Are you registered for Selective Services, or are you exempt because of gender or age?

You are exempt if you are a female, or if you are a male under 18 years old o over 64 years old.

- (●) Yes
- ( ) No
- ( )

Can

- (●)
- ( )
- ( )

Are you a Displaced Homemaker?

A Displaced Homemaker is someone who has lost the income of a family member they depended on and now needs to find a job or a better job. This could include things like 1) being a stay at home parent that now has to return work because of a job loss of the other parent, 2) divorce or death of a spouse, 3) being the spouse of an active military member and your income has changed due to deployment, relocation, or death or disability connected to service.

- ( ) Yes
- (●) No
- ( ) Not Sure

Review | Previous | Save and next

Verify address

We could not verify the address that you provided, but found something similar.

Address entered:

( ) 123 Main St.
Little Rck, AR 72201

Suggested address:

(●) 123 Main St
Little Rock, AR 72201

- Interactive application form with explanatory text, address verifications, and other usability supports
- Multilingual
- 508 Compliant

WIOA Employment and Training Services

Program application summa

Note: Fields marked with a * are required.

Date of Birth (mm/dd/yyyy)
01/01/2004
Previously answered on 2023-09-26
Edit

Are you a vet
None of the Abo
d on 2023-09-26
Edit

Are you an A
Pacific Island
No
usly answered on 2023-09-26
Edit

Do you have a disability that impacts any of your major life activities? (Work, School, Activities of Daily Living, etc.)
No
Previously answered on 2023-09-26
Edit

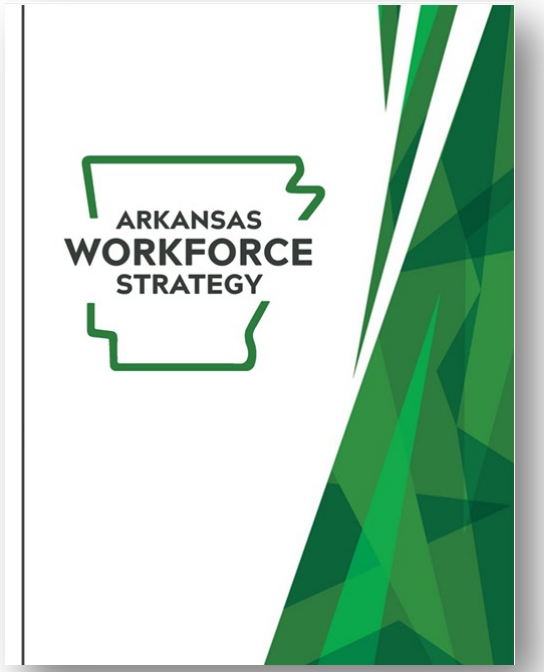
Do you have a job?
I don't have a job, but I want a job.
Previously answered on 2023-09-26
Edit

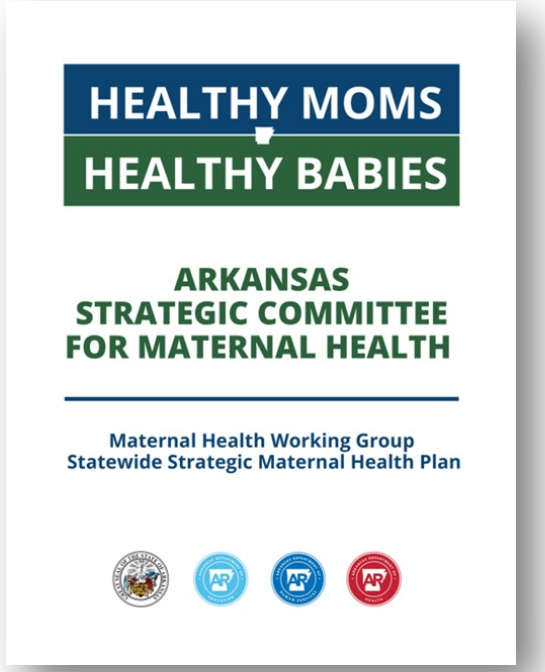
Time to complete subsequent forms is reduced through reuse of answers from a common question bank

Other Features

- Quick, no-code form creation and management
- Community-based organizations and other trusted intermediaries can help residents apply through a dedicated interface
- Program administrators can manage application statuses and export information for processing or reporting
- Programs with dedicated case management systems (AJL, LACES, ARIES, etc.) will have data sent to referral or intake through the Arkansas Data Hub.

Embedded in State Strategy





CiviForm is being deployed across state, education, and community services, driving changes to support state scale.

Questions

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