

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.



LOGIN.GOV LAUNCH

Arkansas LAUNCH is using Login.gov to allow you to sign in to your account safely and securely.

Sign in Create an account

Sign in for existing users

Email address

Password

Show password

Sign in

[Sign in with your government employee ID](#)



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.



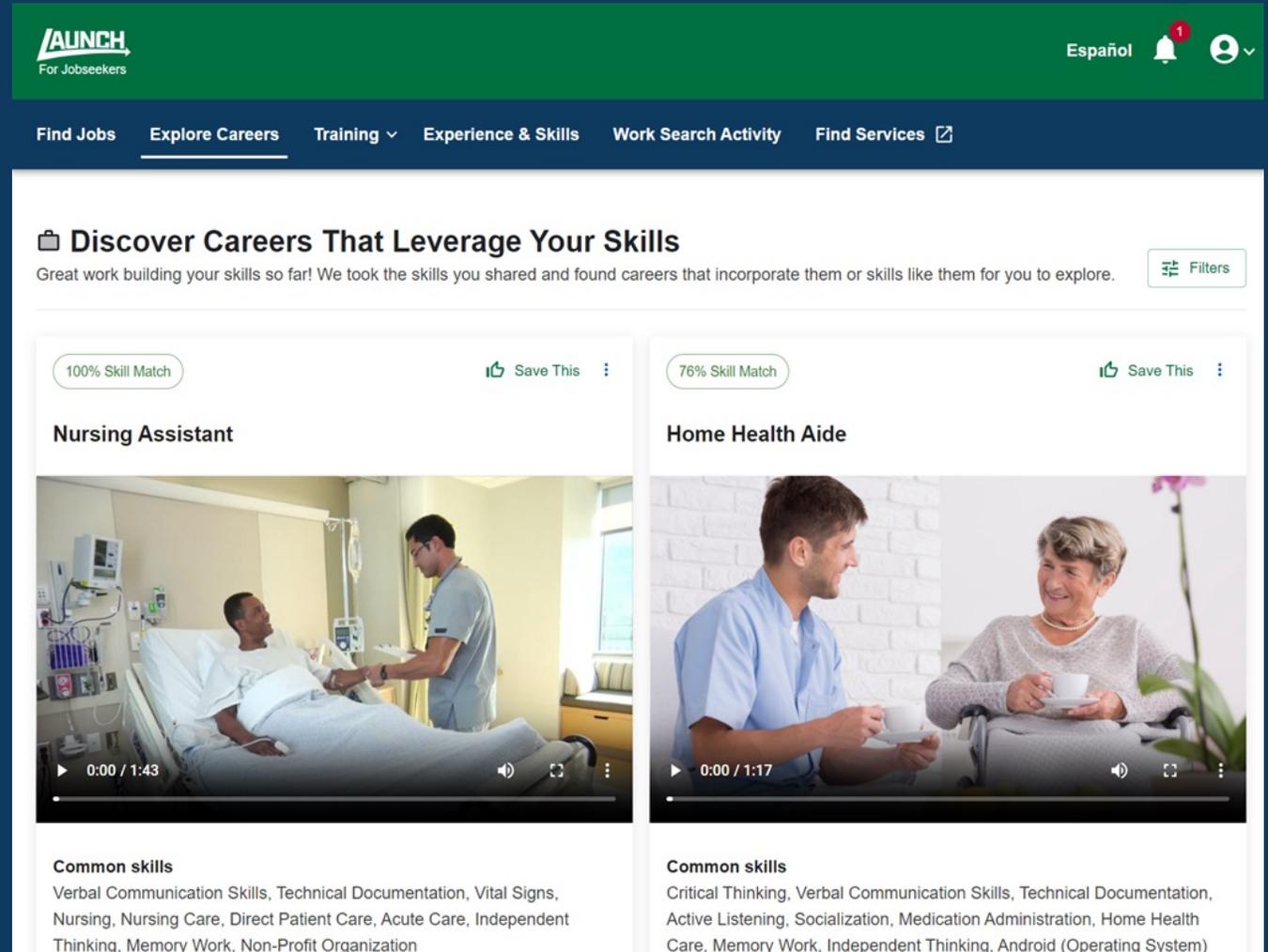
The screenshot shows the AUNCH For Jobseekers onboarding interface. At the top left is the logo 'AUNCH For Jobseekers' and at the top right is the language 'Español'. The main heading is 'Step 2 out of 5 on the way to personalized job recommendations', with a progress bar below it. The instructions are: 'Add one experience to get started (you can add more detail later)'. The form contains several sections:

- Share an experience that aligns with your career goals***: A dropdown menu with the placeholder text 'Select a type of experience'.
- Share more detail about this experience***: A text input field.
- Select a field that best matches your experience***: A dropdown menu with the placeholder text 'Select a field'.
- Duration***: Two date pickers labeled 'Start Date' and 'End Date'.
- Provider or Employer***: A text input field with the placeholder text 'Provider or Employer'.

At the bottom right of the form are two buttons: 'Back' and 'Next'.

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.



The screenshot displays the AUNCH For Jobseekers website interface. At the top, there is a green header with the AUNCH logo and navigation options: Find Jobs, Explore Careers (underlined), Training, Experience & Skills, Work Search Activity, and Find Services. The main content area is titled "Discover Careers That Leverage Your Skills" and includes a sub-header: "Great work building your skills so far! We took the skills you shared and found careers that incorporate them or skills like them for you to explore." Below this, two career suggestions are shown as video cards. The first card is for "Nursing Assistant" with a "100% Skill Match" badge and a video showing a nurse attending to a patient in a hospital bed. The second card is for "Home Health Aide" with a "76% Skill Match" badge and a video showing a caregiver interacting with an elderly woman. Both cards include a "Save This" button and a list of "Common skills" below the video player.

Discover Careers That Leverage Your Skills
Great work building your skills so far! We took the skills you shared and found careers that incorporate them or skills like them for you to explore. [Filters](#)

Nursing Assistant
100% Skill Match [Save This](#)

Home Health Aide
76% Skill Match [Save This](#)

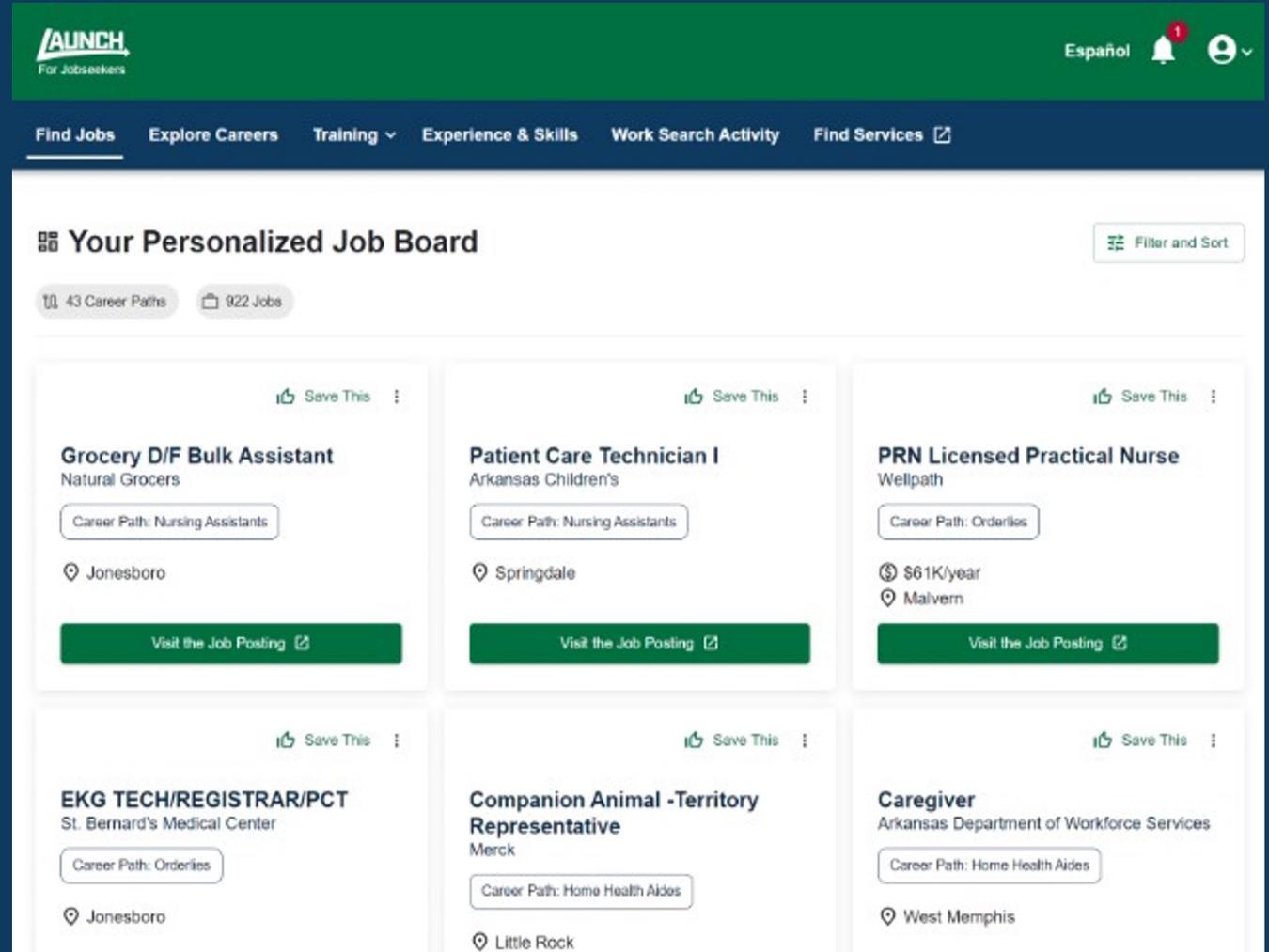
Common skills
Verbal Communication Skills, Technical Documentation, Vital Signs, Nursing, Nursing Care, Direct Patient Care, Acute Care, Independent Thinking, Memory Work, Non-Profit Organization

Common skills
Critical Thinking, Verbal Communication Skills, Technical Documentation, Active Listening, Socialization, Medication Administration, Home Health Care, Memory Work, Independent Thinking, Android (Operating System)



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.



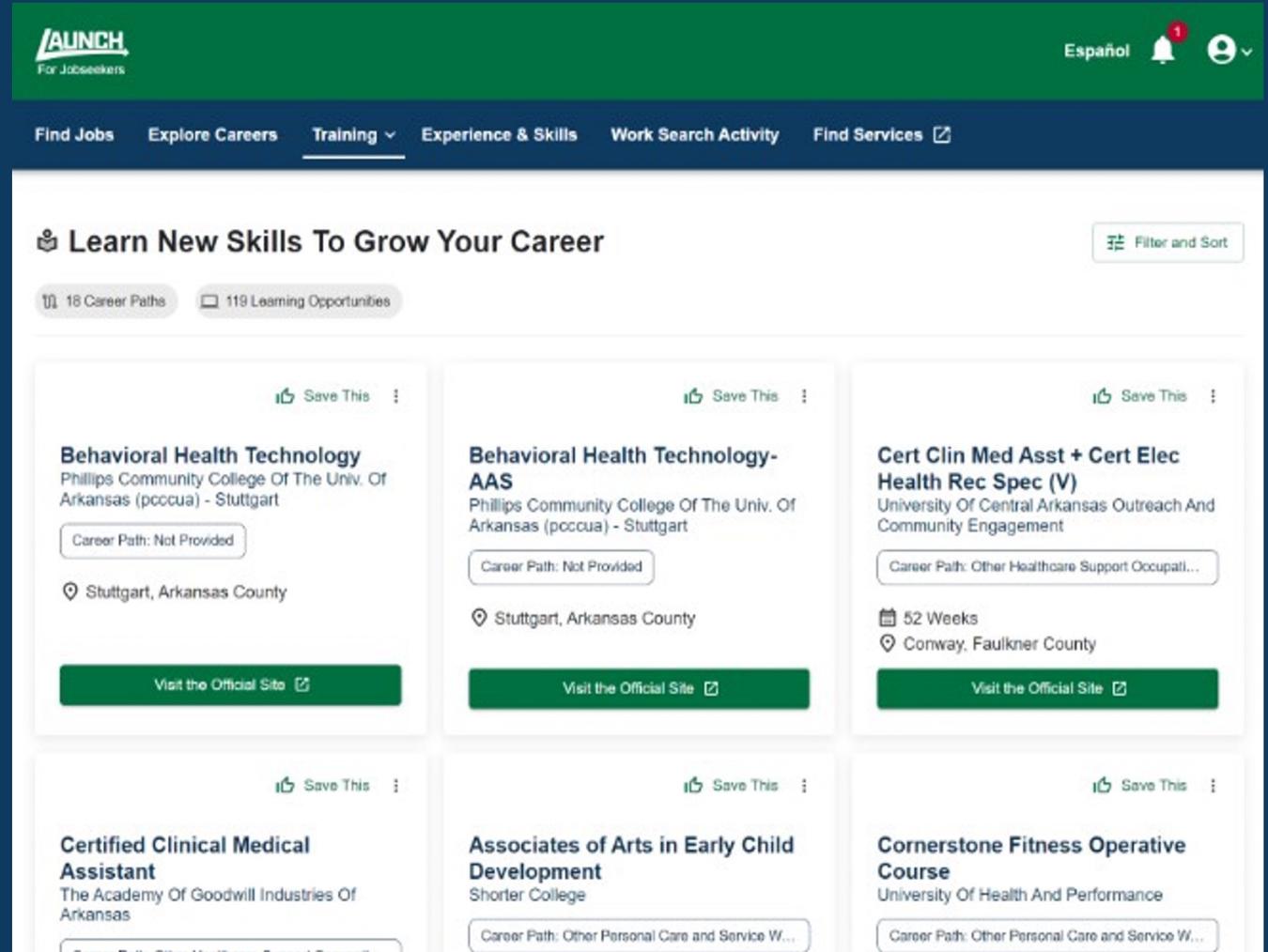
The screenshot displays the AUNCH For Jobseekers website interface. At the top, there is a green header with the AUNCH logo and navigation links for "Español", a notification bell with a red "1", and a user profile icon. Below the header is a dark blue navigation bar with links for "Find Jobs", "Explore Careers", "Training", "Experience & Skills", "Work Search Activity", and "Find Services". The main content area is titled "Your Personalized Job Board" and includes a "Filter and Sort" button. Below the title, there are two filters: "43 Career Paths" and "922 Jobs". The job board displays six job listings in a grid format, each with a "Save This" button and a "Visit the Job Posting" button.

Job Title	Employer	Career Path	Location	Salary
Grocery D/F Bulk Assistant	Natural Grocers	Nursing Assistants	Jonesboro	
Patient Care Technician I	Arkansas Children's	Nursing Assistants	Springdale	
PRN Licensed Practical Nurse	Wellpath	Orderlies	Malvern	\$61K/year
EKG TECH/REGISTRAR/PCT	St. Bernard's Medical Center	Orderlies	Jonesboro	
Companion Animal -Territory Representative	Merck	Home Health Aides	Little Rock	
Caregiver	Arkansas Department of Workforce Services	Home Health Aides	West Memphis	



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.



The screenshot shows the AUNCH website interface. At the top, there is a green header with the AUNCH logo and navigation links: Find Jobs, Explore Careers, Training (selected), Experience & Skills, Work Search Activity, and Find Services. A language selector for Spanish and a user profile icon are also visible. Below the header, the main content area is titled "Learn New Skills To Grow Your Career" and includes a "Filter and Sort" button. Two filters are active: "18 Career Paths" and "119 Learning Opportunities". The main content displays six training program cards in a grid. Each card includes a "Save This" button, the program title, the provider name, a "Career Path" label, the location, and a "Visit the Official Site" button.

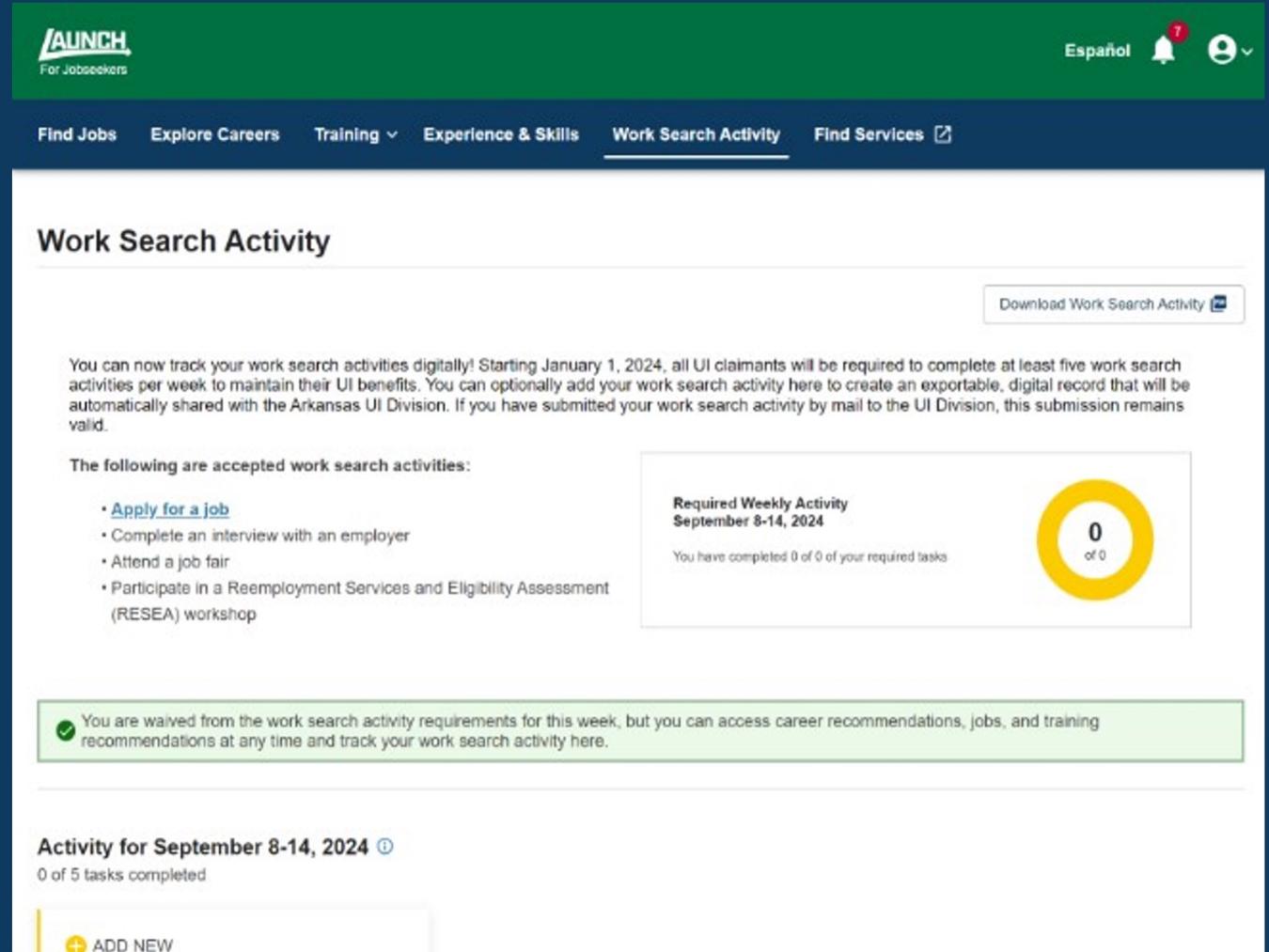
Program Title	Provider	Career Path	Location
Behavioral Health Technology	Phillips Community College Of The Univ. Of Arkansas (pccoua) - Stuttgart	Career Path: Not Provided	Stuttgart, Arkansas County
Behavioral Health Technology-AAS	Phillips Community College Of The Univ. Of Arkansas (pccoua) - Stuttgart	Career Path: Not Provided	Stuttgart, Arkansas County
Cert Clin Med Asst + Cert Elec Health Rec Spec (V)	University Of Central Arkansas Outreach And Community Engagement	Career Path: Other Healthcare Support Occupati...	Conway, Faulkner County
Certified Clinical Medical Assistant	The Academy Of Goodwill Industries Of Arkansas	Career Path: Other Healthcare Support Occupati...	
Associates of Arts in Early Child Development	Shorter College	Career Path: Other Personal Care and Service W...	
Cornerstone Fitness Operative Course	University Of Health And Performance	Career Path: Other Personal Care and Service W...	

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.



The screenshot shows the LAUNCH website interface for tracking work search activities. At the top, there is a green header with the LAUNCH logo and navigation links. Below the header, a dark blue navigation bar contains links for 'Find Jobs', 'Explore Careers', 'Training', 'Experience & Skills', 'Work Search Activity' (which is underlined), and 'Find Services'. The main content area is titled 'Work Search Activity' and includes a 'Download Work Search Activity' button. A text block explains that starting January 1, 2024, UI claimants must complete at least five work search activities per week. Below this, a list of accepted activities is provided, including 'Apply for a job', 'Complete an interview with an employer', 'Attend a job fair', and 'Participate in a Reemployment Services and Eligibility Assessment (RESEA) workshop'. A progress indicator shows 'Required Weekly Activity September 8-14, 2024' with a yellow circle containing '0' and the text 'You have completed 0 of 0 of your required tasks'. A green notification box states that the user is waived from requirements for this week. At the bottom, there is a section for 'Activity for September 8-14, 2024' showing '0 of 5 tasks completed' and an 'ADD NEW' button.

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

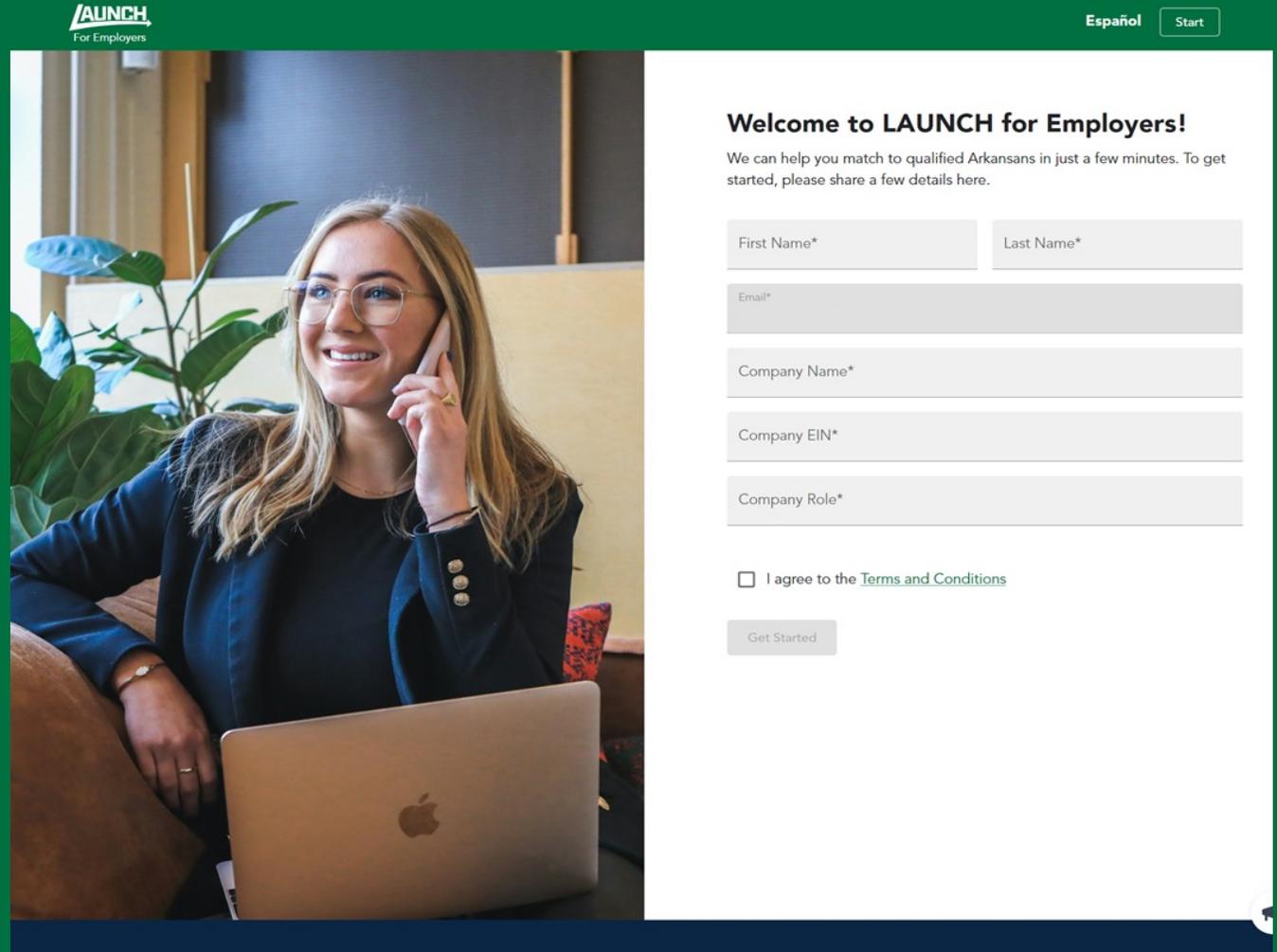


Save Time and
Hire High-
Quality, Ready-
to-Work
Employees



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.



The screenshot shows the LAUNCH For Employers website interface. At the top left is the LAUNCH For Employers logo. At the top right are the options 'Español' and 'Start'. The main content area features a photograph of a smiling woman with glasses talking on a mobile phone while sitting at a desk with a laptop. To the right of the photo is a registration form titled 'Welcome to LAUNCH for Employers!'. The form includes the following fields: 'First Name*', 'Last Name*', 'Email*', 'Company Name*', 'Company EIN*', and 'Company Role*'. Below these fields is a checkbox labeled 'I agree to the Terms and Conditions'. At the bottom of the form is a 'Get Started' button.



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.



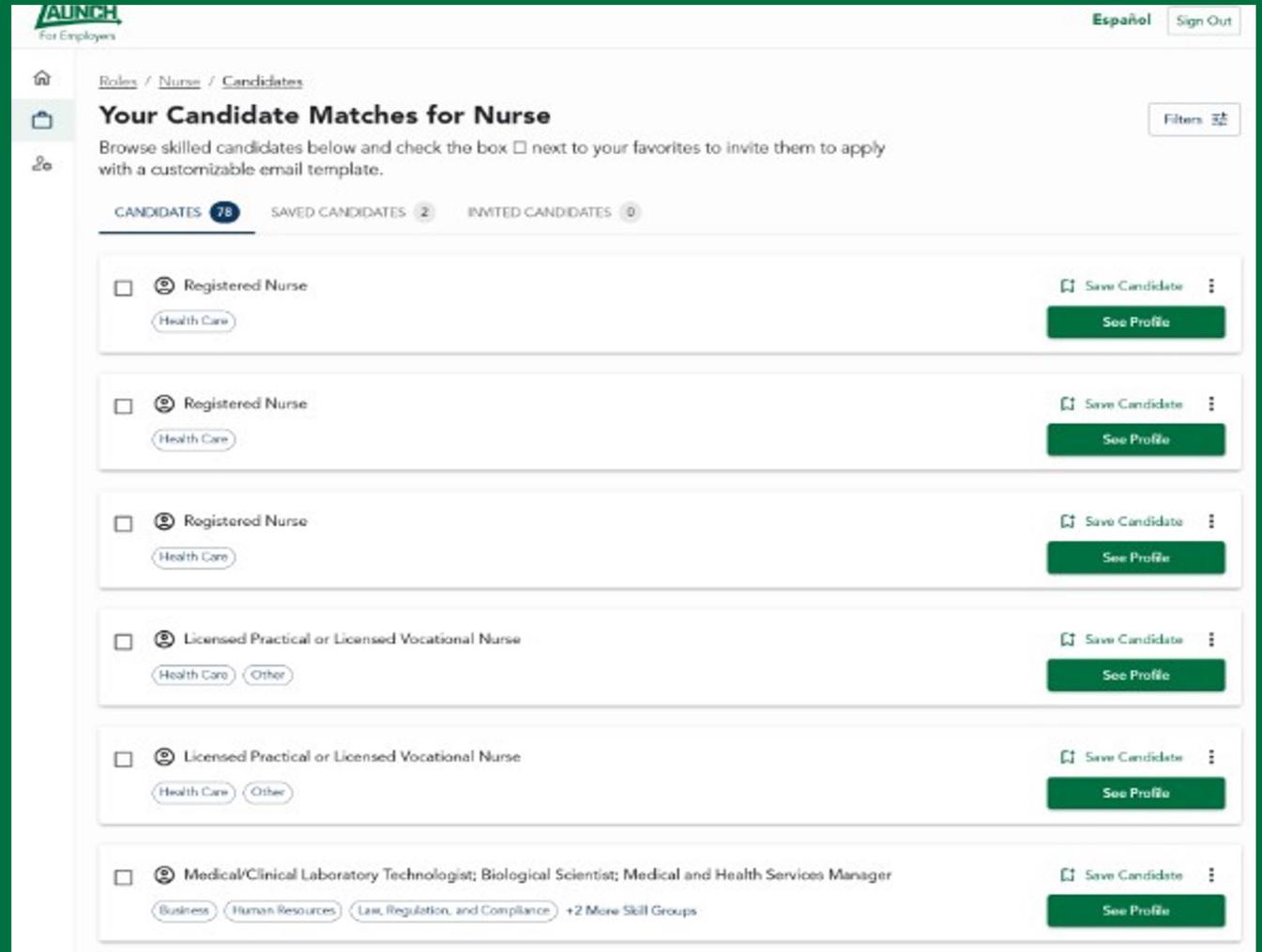
The screenshot shows the LAUNCH For Employers interface. At the top right, there are links for 'Español' and 'Sign Out'. The main heading is 'Find Instant Matches' with a subtext: 'Tell us what you are looking for, and we will match you to qualified Arkansans. You can edit this page at any time to update your matches.' The form includes several sections: 'Job Title' with a text input field and a 'Required' label; 'Job Description' with a large text area and a 'Required' label, with a character count of '0/5000' and a '5000 Character Max' note; 'Target Years of Experience' with a range slider set from 0 to 5 and a 'Required' label, with a note to 'Choose your preferred range of experience for this role. You can refine your selection using filters on the next page.'; and 'Preferred Skills' with a text input field and a 'Required' label, with a note: 'We have identified these skills from the information you shared. Add, remove, or edit as you see fit.' Below this is a search box with the placeholder text 'Start typing to search'. The bottom of the form is partially cut off, showing the heading 'Skills You Are Willing to Teach'.



Review Candidate Matches

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

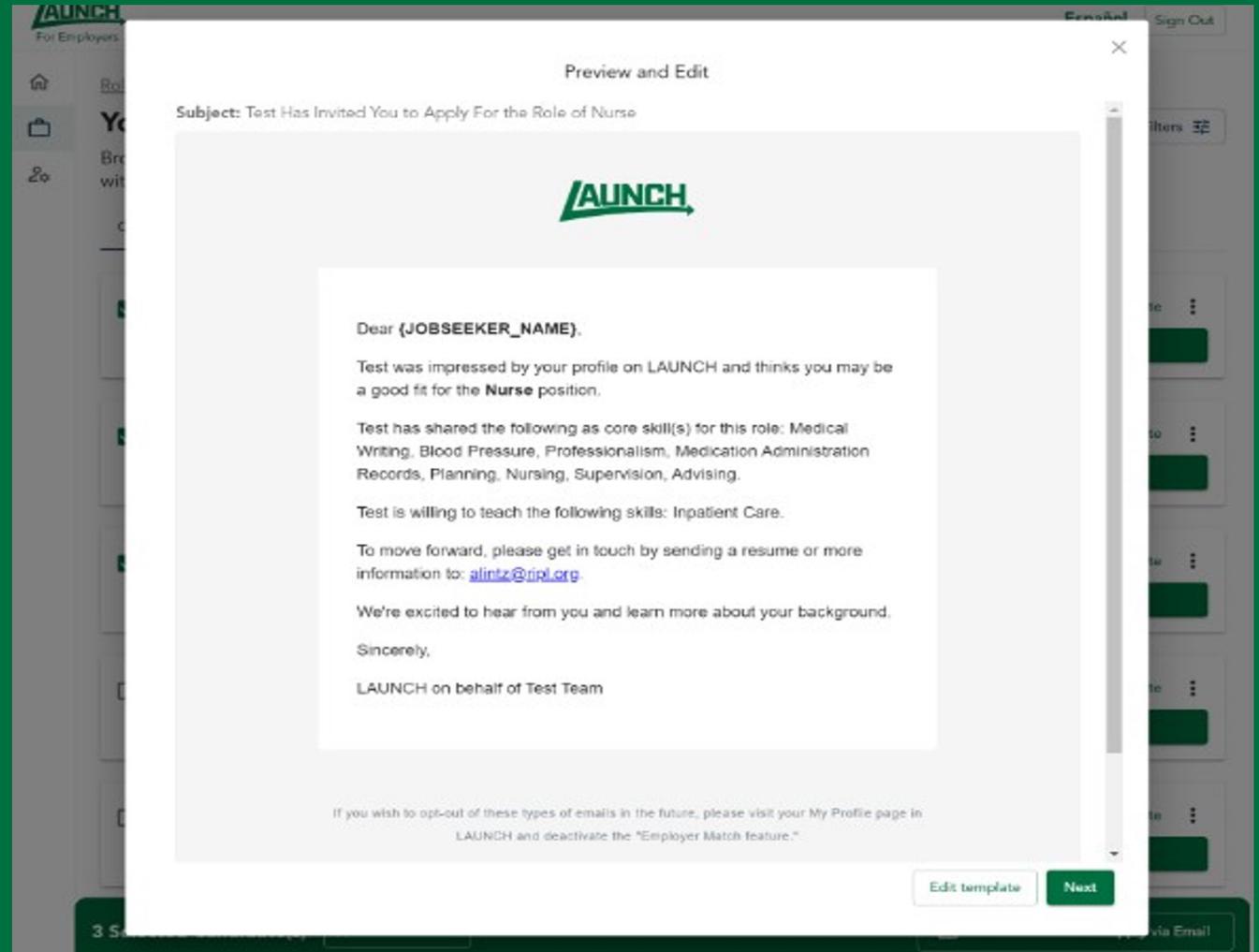
This list is accessed from the dashboard where employers can review the candidates' basic information and decide if they want to delve deeper into individual profiles.



The screenshot displays the AUNCH For Employers interface. At the top right, there are links for 'Español' and 'Sign Out'. The main heading is 'Your Candidate Matches for Nurse', with a 'Filters' button to the right. Below the heading, there is a sub-heading: 'Browse skilled candidates below and check the box next to your favorites to invite them to apply with a customizable email template.' Below this, there are three tabs: 'CANDIDATES' (78), 'SAVED CANDIDATES' (2), and 'INVITED CANDIDATES' (0). The main content area shows a list of six candidate cards. Each card includes a checkbox, a radio button, the candidate's title, and a 'See Profile' button. The first three cards are for 'Registered Nurse' with a 'Health Care' skill group. The next two are for 'Licensed Practical or Licensed Vocational Nurse' with 'Health Care' and 'Other' skill groups. The last card is for 'Medical/Clinical Laboratory Technologist; Biological Scientist; Medical and Health Services Manager' with 'Business', 'Human Resources', 'Law, Regulation, and Compliance', and '+2 More Skill Groups'.

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

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

Start Here

Benefits pre-screener summary

Note: Fields marked with a * are required.

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

Are you a veteran or active duty service member or their spouse? * Previously answered on 2023-09-26
None of the Above [Edit](#)

Are you an American Indian, Alaskan Native, Native Hawaiian, or Other Pacific Islander? * Previously answered on 2023-09-26
No [Edit](#)

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

Do you have a job? * Previously answered on 2023-09-26
I don't have a job, but I want a job. [Edit](#)

Are you currently enrolled in school? * Previously answered on 2023-09-26
No, and I dropped out of high school and don't have a high school diploma or GED. [Edit](#)

What was the last grade you finished in school? * Previously answered on 2023-09-26
10th Grade [Edit](#)

Do you need help with your English, reading, writing, math, or other academic skills? * Previously answered on 2023-09-26
Yes [Edit](#)

Are you or your family low-income? * Previously answered on 2023-09-26
Yes [Edit](#)

Do you or your family move around for farm work or seasonal work? * Previously answered on 2023-09-26
No [Edit](#)

Are you currently or have you in the past been involved with the criminal justice system? (Arrested, convicted, in prison or jail, on parole or probation, etc.) * Previously answered on 2023-09-26
No [Edit](#)

Do you need help getting into or completing an education or training program, or getting or keeping a job? * Previously answered on 2023-09-26
Yes [Edit](#)

Submit

✔ You may qualify

Adult Education Services Intake

Adult education's mission is to provide adult

ⓘ You may not qualify

WIOA In-School Youth 14-21 Years Old

In-School Youth (ISY) 14-21 Years Old

✔ You may qualify

WIOA Employment and Training Services

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

✔ You may qualify

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

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

[details](#)

[Program details](#)

[Program details](#)

Apply

Apply

Apply

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 Economy™ (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

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 or over 64 years old.

Yes

No

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

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

Can

Review

Previous

Save and next

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

WIOA Employment and Training Services



Program application summary

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 veteran?

None of the Above

Previously answered on 2023-09-26

[Edit](#)

Are you an American Indian or Alaska Native?

Pacific Islander

No

Previously 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](#)

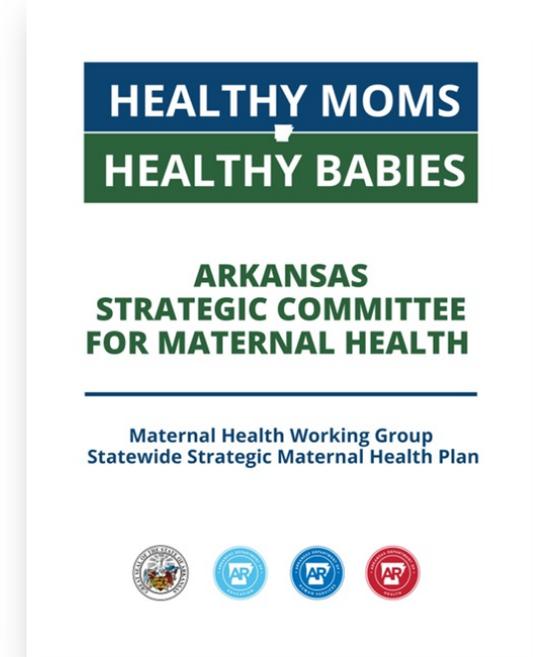
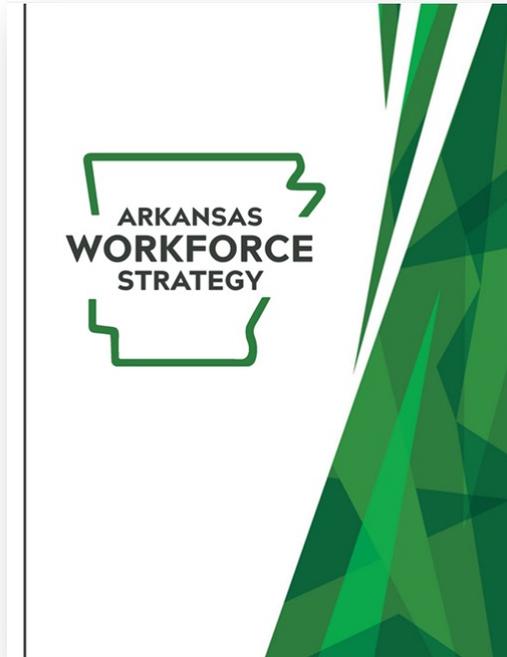
Time to complete subsequent forms is reduced through reuse of answers from a common question bank



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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