



Jake Hirsch-Allen

Aspiring Ally and Public Private Partnerships Lead
Workforce Development and Skills Strategy - LinkedIn Talent Solutions

Board Director, Information Communication Technology Council;
Canadian Council on Youth Prosperity, Canadian Club

Co-Foun



Canadian Council
for Youth Prosperity
Conseil Canadien pour
la Réussite des Jeunes



ASPECTBC

ASSOCIATION OF SERVICE PROVIDERS
FOR EMPLOYABILITY & CAREER TRAINING

The story of three transformations

me

From lawyer to entrepreneur to
intrapreneur

LinkedIn

CSR and SKUs to PPPs

education and workforce systems

Calcified to Impactful

THE ECONOMIC GRAPH



Mobile and game development are some of the tech skills most likely to be found among members who were recently hired into early career roles

Tech skill categories associated with members who were recently hired into early career roles

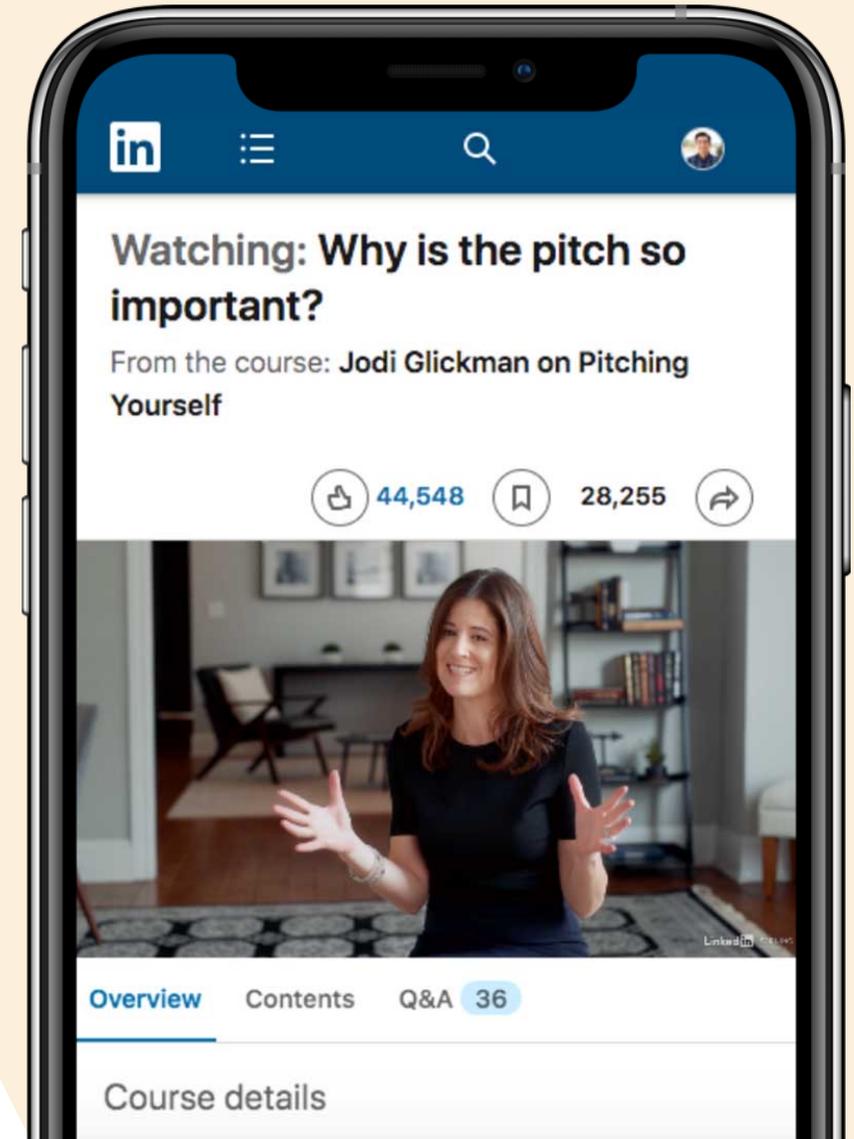
1	Mobile Development	<ul style="list-style-type: none">• iOS• Android• jQuery Mobile
2	Game Development	<ul style="list-style-type: none">• Character Animation
3	Perl/Python/Ruby	<ul style="list-style-type: none">• Design Thinking• Compositing
4	User Interface Design	<ul style="list-style-type: none">• Adobe Fireworks• Unity3D
5	Computer Graphics & Animation	<ul style="list-style-type: none">• Wireframes• After Affects• Maya• 3D Studio Max
6	Algorithm Design	<ul style="list-style-type: none">• Algorithms
7	C/C++	<ul style="list-style-type: none">• Modeling• Optimization
8	Web Programming	<ul style="list-style-type: none">• HTML5• JavaScript• PHP
9	Java Development	<ul style="list-style-type: none">• .NET
10	Microsoft Application Development	<ul style="list-style-type: none">• Visual Studio• MySQL
11	Database Management & Software	<ul style="list-style-type: none">• VBA• Postgres• MongoDB



What is LinkedIn

Learning?

- 17,000+ professionally made courses in 7 languages, with 50+ added each week.
- Enterprise grade administration and management incl.:
 - LMI-informed and locally customized learning pathways to in-demand jobs
 - Realtime data on skills outcomes and progress and full SSO, LMS, LXP integrations
 - Microcredentials for work-based learning
 - Content for top industry recognized credentials and a platform that cants towards SNAP, TANF and other interaction requirements
- A tie to LinkedIn, so job seekers build out their brand on the world's largest professional network as they learn. Personalized course recommendations, so job seekers knows exactly what to learn next.



The Case for

Online + Brick and Mortar Education

And for

Public + Private Collaboration

In order to

Close Skills Gaps More Efficiently

Select case studies – LinkedIn Learning in workforce

LinkedIn Learning is used throughout the private sector as a tool to allow employees to upskill into new responsibilities and job opportunities. While every US State government uses LinkedIn Learning for some of its employees, public private partnerships are nascent. We have, however, collaborated with a few enterprise customers who operate public workforce and education systems.



SENA, the Colombian National Learning Service, partnered with Microsoft and LinkedIn to prepare Colombian workers to thrive in the digital economy and create new pathways to opportunity for the nation's workforce (500,000 licenses).



In Ontario, 300K+ individuals watched 4.7M+ videos within 2 years of distributing LinkedIn Learning to faculty, staff and students at 45 colleges and universities (1,000,000 licenses). Access was expanded to 75 employment agencies with promising employment outcomes.



736 Colleges and Universities throughout the United States use an enterprise instance of LinkedIn Learning for their student communities (public and private, > 1,000,000 licenses).



InPloyment Pilot

Utah's Department of Workforce Services (DWS) provided subscriptions for hundreds of unemployed workers, plus training for employment counselors who provide counseling to workers.

Participants were less likely to exhaust their unemployment benefits when compared to a control group.

75% of participants indicated that the partnership made them more likely to recommend Utah DWS.

Government Career Pages

LinkedIn Career Pages can enhance your brand presence through compelling content and actionable insights

By building your own page on LinkedIn, both local job seekers and employers can easily find your programs and services. You can continue to develop those relationships by creating compelling content your audience can engage with.

Learning & Social Services

"Technology and automation are changing the nature of work at a rapid pace... We're excited to see Ohio libraries partnering with LinkedIn to provide all Ohioans with online continuous learning resources to prepare for the jobs of today and tomorrow."

- Ryan Burgess, Director of the Governor's Office of Workforce Transformation



The Case for

Recruiting as a model for Workforce

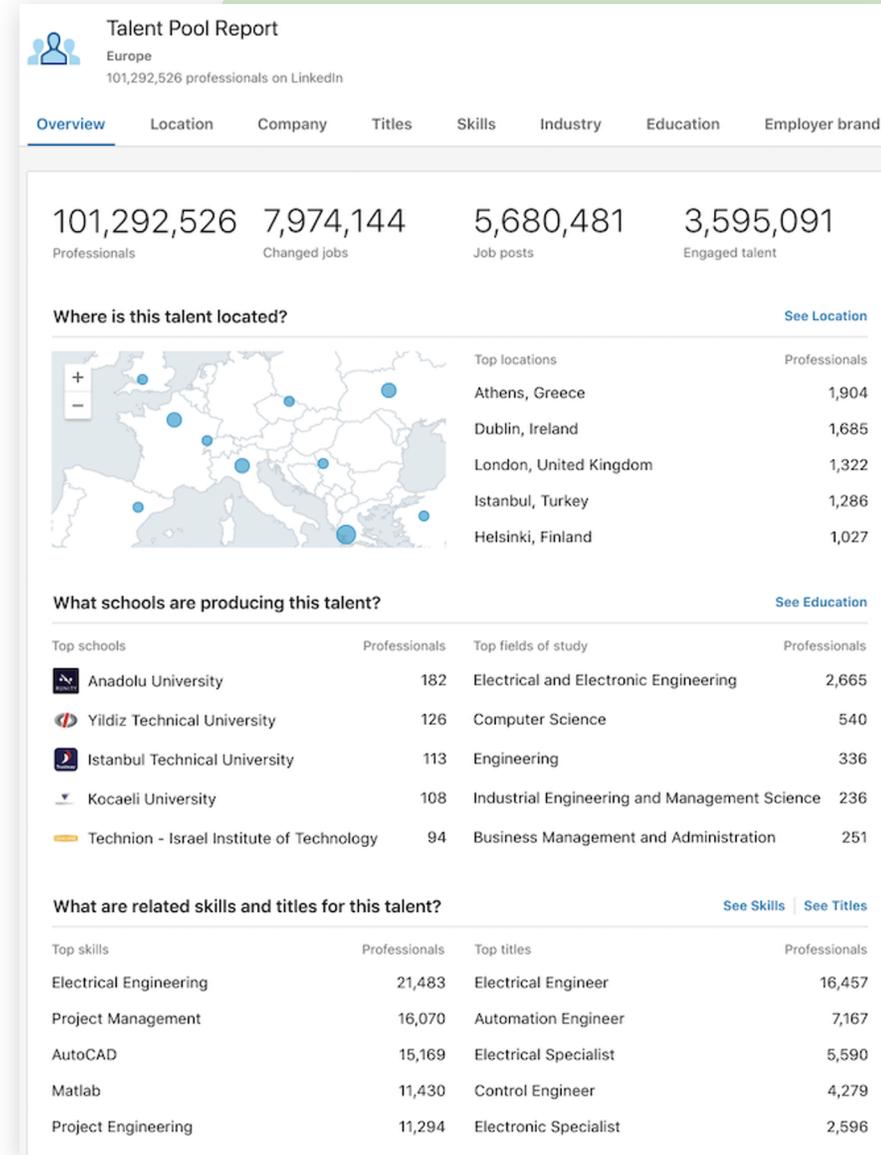
And for

Employer Engagement and Frontline LMI
Recruiting as a model for Workforce

3 How LinkedIn can help: Plan

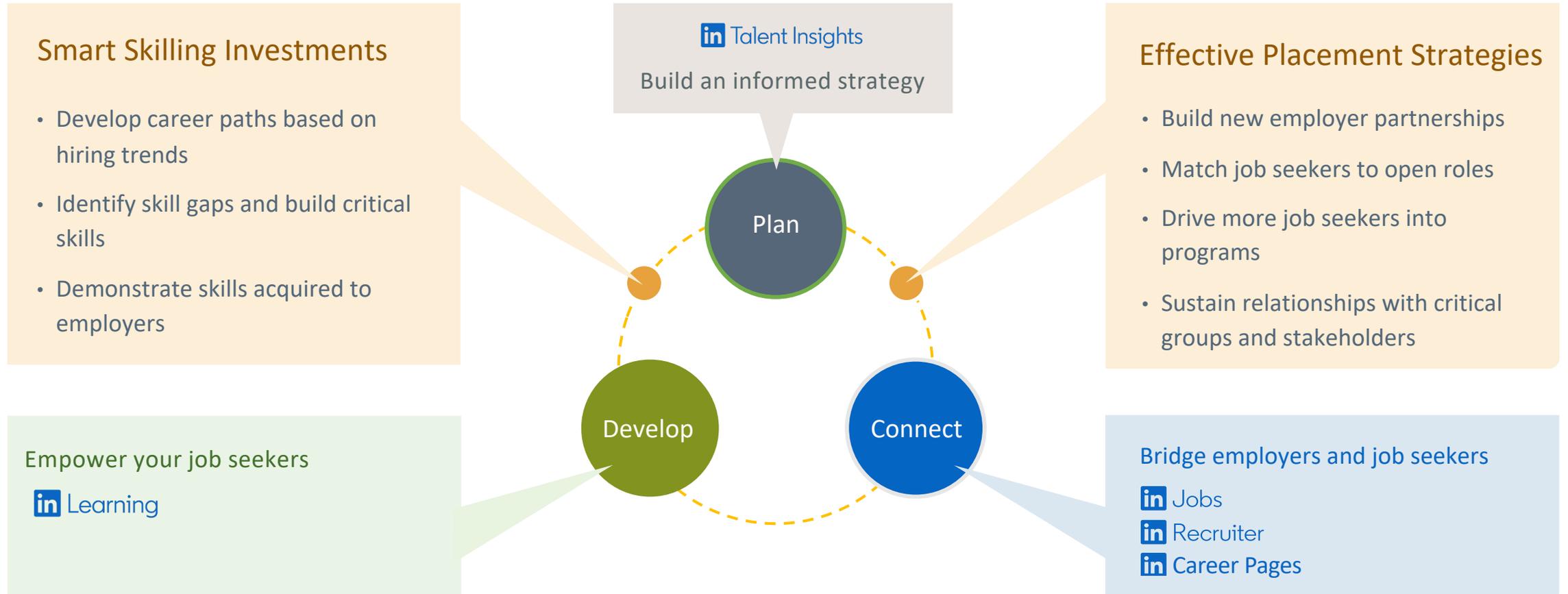
Introducing LinkedIn Talent Insights

Talent Insights is a talent intelligence platform that helps you make informed workforce and economic development decisions with real-time insights from the world's largest professional network, with the advantage of having both talent supply and demand information.



How LinkedIn can help: Plan, Develop,
Connect

Build and execute on your workforce strategy with LinkedIn's full talent offering



3 How LinkedIn can help: Connect via Recruiter

Find talent with Recruiter

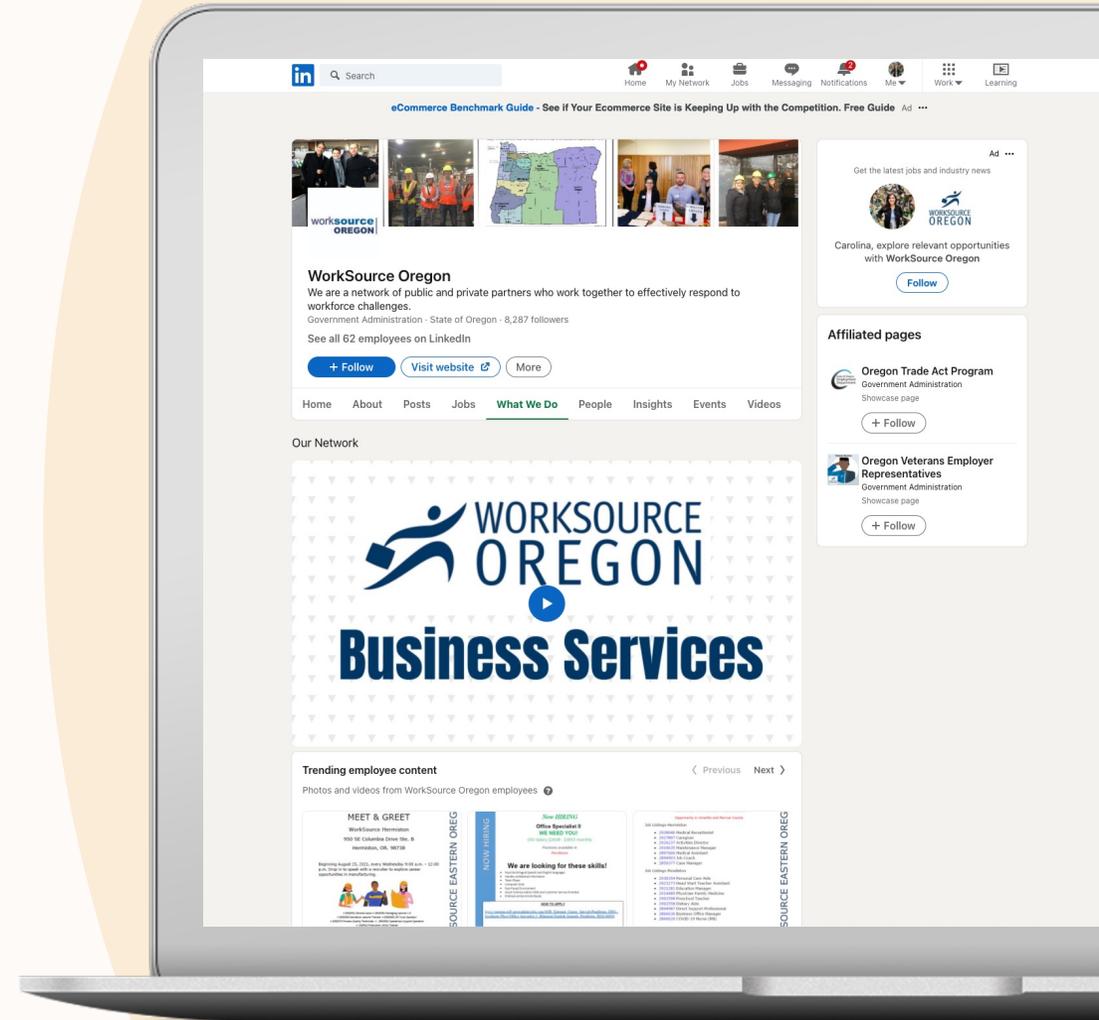
- Search network of 630 Million+ professionals – 93% of the US workforce has a LinkedIn profile
- Gain access to both active and passive talent
- Identify candidates with powerful filters, guided search, and spotlights
- Send personalized messages or leverage templates and message multiple candidates at once

The screenshot displays the LinkedIn Recruiter interface. At the top, there's a navigation bar with 'RECRUITER' and options like 'PROJECTS', 'CLIPBOARD' (with a '26' notification), 'JOBS', 'REPORTS', and 'MORE'. A search bar prompts 'Start a new search'. Below this, a summary bar shows '5 total candidates', '3 are more likely to respond', '3 open to new opportunities', and '1 engaged with your Talent Brand'. The main area is divided into two columns. The left column contains filters for 'Job titles' (Sales Engineer, Consultant, Manager, Director), 'Locations' (Greater Chicago Area, Greater New York City Area), 'Skills' (Microsoft Excel, Microsoft Office, Management), 'Companies' (Deloitte, PwC, KPMG, Accenture, McKinsey & Company, EY, The Boston Consulting Group), 'Year of Graduation' (1978-2007), and 'Schools'. The right column displays two candidate profiles: Gregory Hardin, a 3rd-degree Ronin Salesforce Architect/Developer, and Melanie Angers CSM, MBA - Chicago Booth, a 2nd-degree Consultant | Financial Business Analyst | Project Manager | Risk | Analytics | SQL. Both profiles show their current roles, past experience, and education.

3 How LinkedIn can help: Connect via Career Pages

LinkedIn Career Pages can enhance your brand presence through compelling content and actionable insights

By building your own page on LinkedIn, both local job seekers and employers can easily find your programs and services. You can continue to develop those relationships by creating compelling content your audience can engage with.



LinkedIn & NASWA: A Strengthening Partnership



Background
Millions of Americans turn to unemployment insurance (UI) each year for temporary assistance finding a job. In addition to cash assistance, UI agencies also provide search assistance and career counseling through the digital world of languages to improve job opportunities and help them navigate the open market.

The NLX Pilot
Research has consistently shown that networks provide a distinct advantage in job search efforts. UI agencies are looking for ways to help job seekers find work more quickly and with less frustration. One way to do this is by leveraging the power of LinkedIn's network of job seekers and employers. The goal of the NLX pilot is to provide temporary assistance for UI agencies to help them navigate the open market.

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RESEA pilot with State of Utah

LinkedIn launches workforce professional training initiative



We just trained our 2,500th career counselor. We're still just getting started.

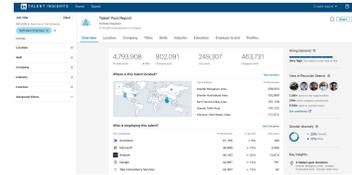
Published on September 26, 2018

Erin Byer
Senior Manager, Workforce Development

Millions of people around the world turn to public employment services to help them get back to work. They seek out guidance on how to search for a job, learn about job training programs, and may receive funding to help them pursue further education and training so they can pursue in-demand jobs.

Learning pathways for digitally-enabled in-demand jobs made available at no cost for all job seekers

States provide feedback and input into LinkedIn's labor market information tools



2016

2017

2018

2019

2020

2021

2022

Job postings from the NLX reach 180M LinkedIn members in the U.S.



The Goal
The NLX is LinkedIn's platform as a tool to help state, provincial, and national job banks deliver more value to employers and job seekers.

The Project
In 2017, LinkedIn agreed to make job listings from the U.S.-Based National Labor Exchange (NLX) available to its network of more than 350 million members in the U.S. Since that time, LinkedIn has sent more than 1.4 million applicants back to the NLX and the employers who rely on it.

Overview
Some states in the U.S. operate a labor exchange (or "job bank"). State governments operate job banks in order to achieve two interconnected objectives. The first is helping employers, often small- and medium-sized businesses, find the talent they need to grow and expand. The second is helping job seekers, often those who are unemployed or seeking public assistance, connect with opportunities for work.

With the goal of making government more successful at both objectives, LinkedIn partnered with the National Labor Exchange (NLX), a joint effort of the National Association of State Workforce Agencies and the Workforce Association. The NLX collects currently available job postings from the federal job posting (OASDI) and state workforce agency job banks.

The LinkedIn/NLX partnership builds upon the unique strengths of both LinkedIn and the workforce agencies. LinkedIn operates the world's largest professional network, and develops algorithms and product features that helps millions of job seekers find economic opportunities. Workforce agencies operate job banks and maintain good businesses more likely to be able to get their jobs in front of the right candidates. The complementary nature of these strengths set the stage for a winning partnership.

Since the beginning of the partnership, more than 1.2 million jobs from the NLX have been distributed through LinkedIn's network. In 2019, the partnership generated more than 1.4 million additional applicants for the companies that used job openings on the NLX. As one example of partner success, the State of Minnesota achieved a 10% decrease in unemployment from its initial unemployment rate of 10.1% to 9.1% from LinkedIn members who viewed a job on LinkedIn.com and came to the state job bank to complete an application.

With more than 375 million members in 200 countries around the world, we

UI work search pilot with Arizona, Ohio, and Michigan

LinkedIn Career Explorer goes live to support job transitions



The path to a new job just always does. There are jobs that are a great fit for a range of skills and interests, and there are jobs that are a great fit for a range of skills and interests. The path to a new job just always does. There are jobs that are a great fit for a range of skills and interests, and there are jobs that are a great fit for a range of skills and interests.

Partnership with NASWA to scale LMI, online learning and job matching tools

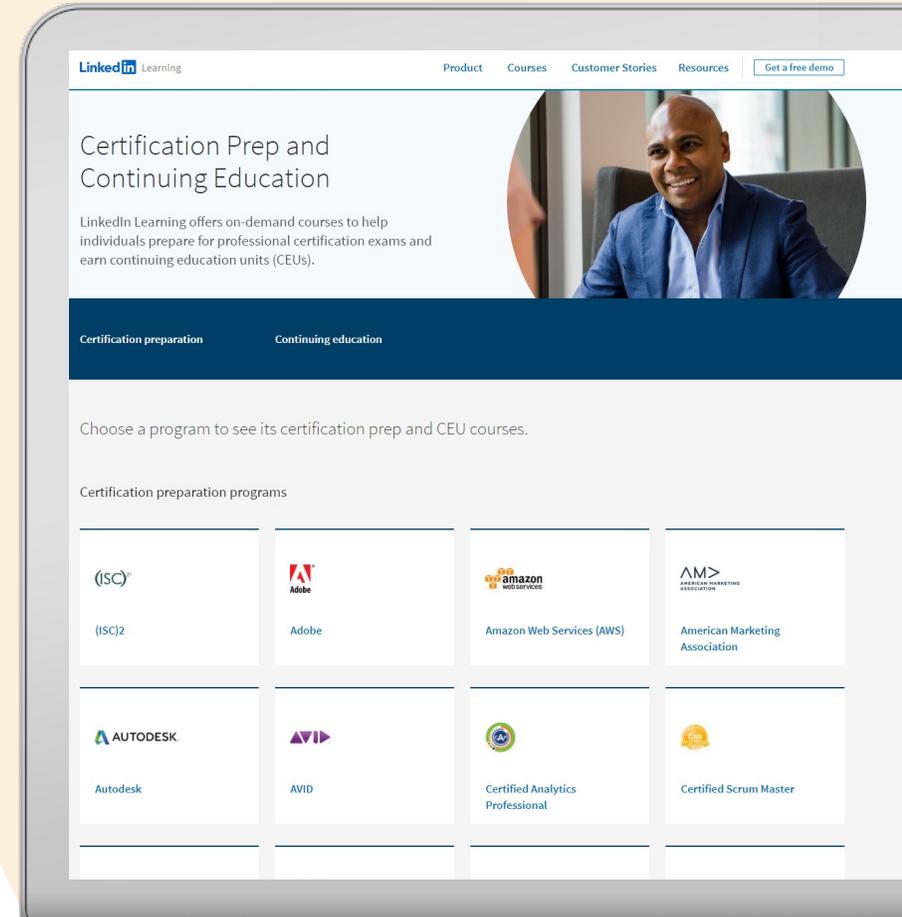


Appendix

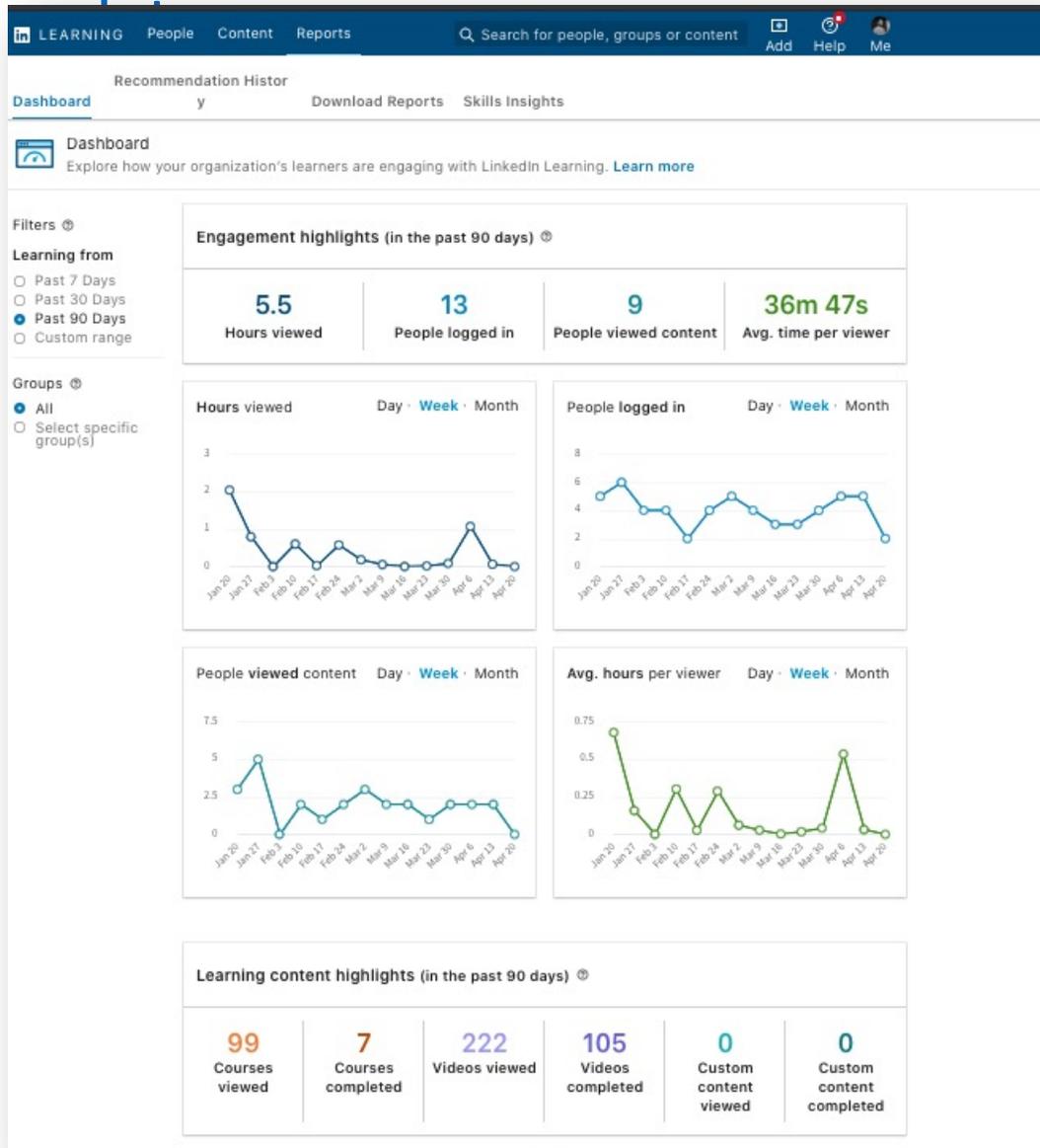


Including prep for industry-recognized certification & continuing education programs.

- Adobe
- Amazon Web Services
- Autodesk
- AVID
- AXELOS
- Certified Analytics Professional (CAP)
- Cisco
- CompTIA
- Docker
- EC-Council
- FAA
- Google
- (ISC)2
- ISACA
- Juniper
- Linux Foundation
- Linux Professional Inst.
- Microsoft MOS
- Microsoft MCSE
- Microsoft MTA
- Microsoft Role-based certifications (Azure)
- NASBA
- Project Management Institute
- Red Hat
- Salesforce
- Six Sigma
- SOLIDWORKS
- Unity 3D
- VMWare
- Storage Networking Industry Association (SNIA)
- HR Certification Institute (HRCI)
- Society for Human Resources Management (SHRM)



Administrators have access to modern learner analytics and performance



Standard Reporting Features Include

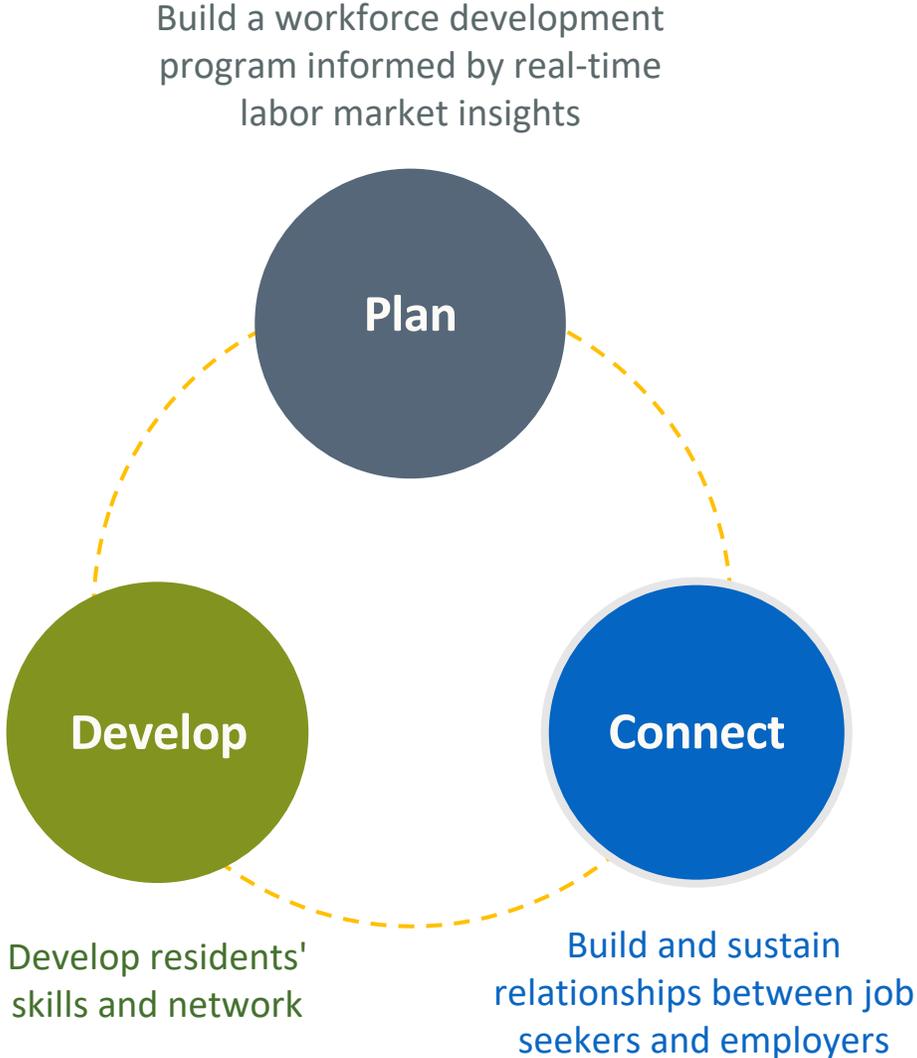
- Granular insights on how learners engage with content, including courses viewed and completed, hours watched, time series options.
- Dashboard analytics, data around how many learners have watched, or are watching, the content you've recommended and the ability to download reports

Workforce-Specific Considerations

- Easy, self-serve access to # of learners entering and exiting specific courses or learning paths.
- Straightforward cost to serve estimates (N/A for \$0 contract, valid for enterprise contracts)
- Program staff can assign and recommend content to learners, including basic job search information and job-specific learning paths and courses.
- Available online in rural/urban areas and available for download for offline viewing for populations without internet access.
- Focus on in-demand occupations driven by LinkedIn's deep integration with employers and real-time knowledge of recruiting trends.
- Support for limited, popular set of industry recognized credentials and continuing education hours.

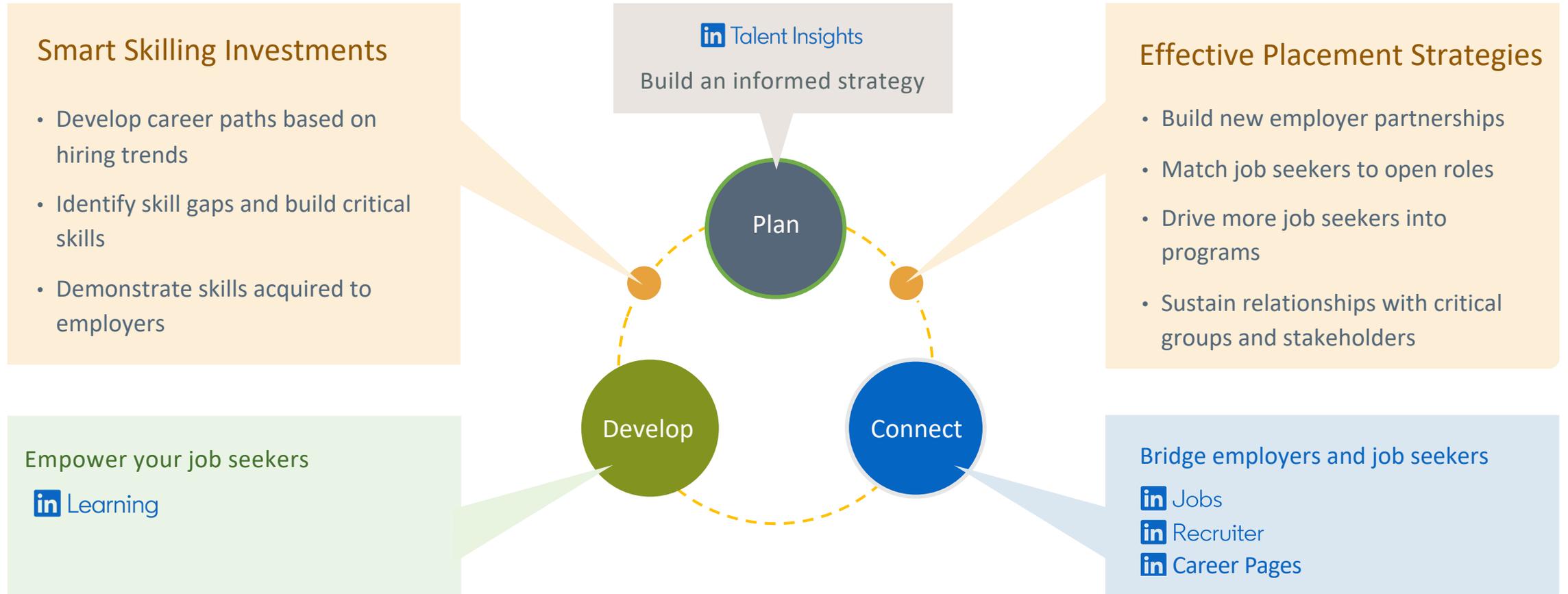
How LinkedIn can help: Plan, Develop, Connect

We can help you plan, develop and make connections to get your residents hired using our unique member data and insights



How LinkedIn can help: Plan, Develop,
Connect

Build and execute on your workforce strategy with LinkedIn's full talent offering



Here are the three tools to help you build and sustain relationships between job seekers and employers



Build your brand via LinkedIn Career Pages.

Leverage your own page within LinkedIn so job seekers and employers can find your programs.



Post employers' open roles via LinkedIn Jobs.

Help job seekers find local employers' open roles from a centralized source.



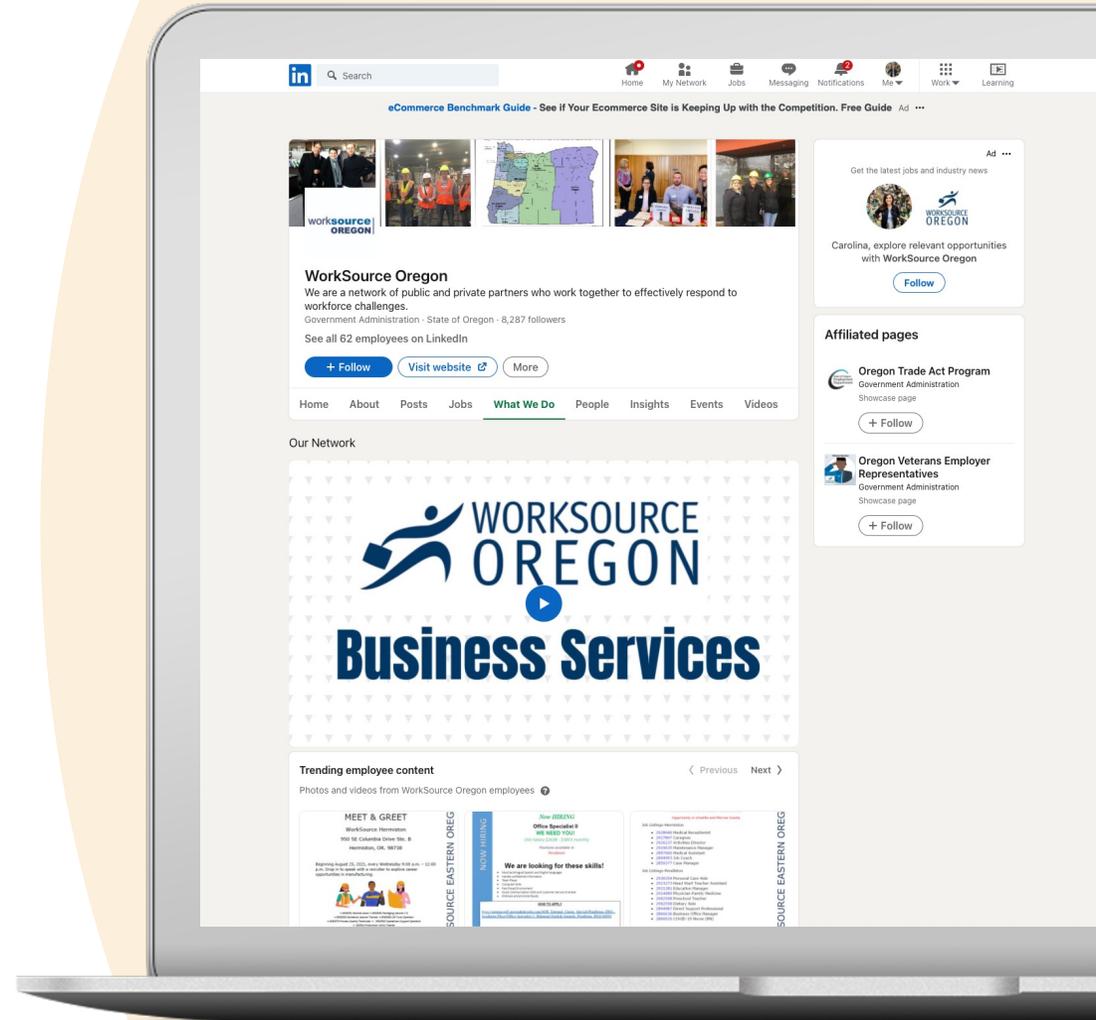
Perform outreach via LinkedIn Recruiter.

Identify local job seekers and employers and connect with them through LinkedIn.

How LinkedIn can help: Connect via Career Pages

LinkedIn Career Pages can enhance your brand presence through compelling content and actionable insights

By building your own page on LinkedIn, both local job seekers and employers can easily find your programs and services. You can continue to develop those relationships by creating compelling content your audience can engage with.



How LinkedIn can help: Connect via Career Pages

Strengthen your presence and share your message on one of the top 25 most visited daily websites to reach potential job seekers and employers.

The image displays a LinkedIn profile for WorkSource Oregon, a Government Administration organization with 1,086 followers. The profile includes a cover photo with a map of Oregon and a bio stating: "We are a network of public and private partners who work together to effectively respond to workforce challenges." Navigation buttons for "Visit website" and "View in Sales Navigator" are visible, along with a link to "See all 43 employees on LinkedIn".

Below the profile, a collage of content is shown, including:

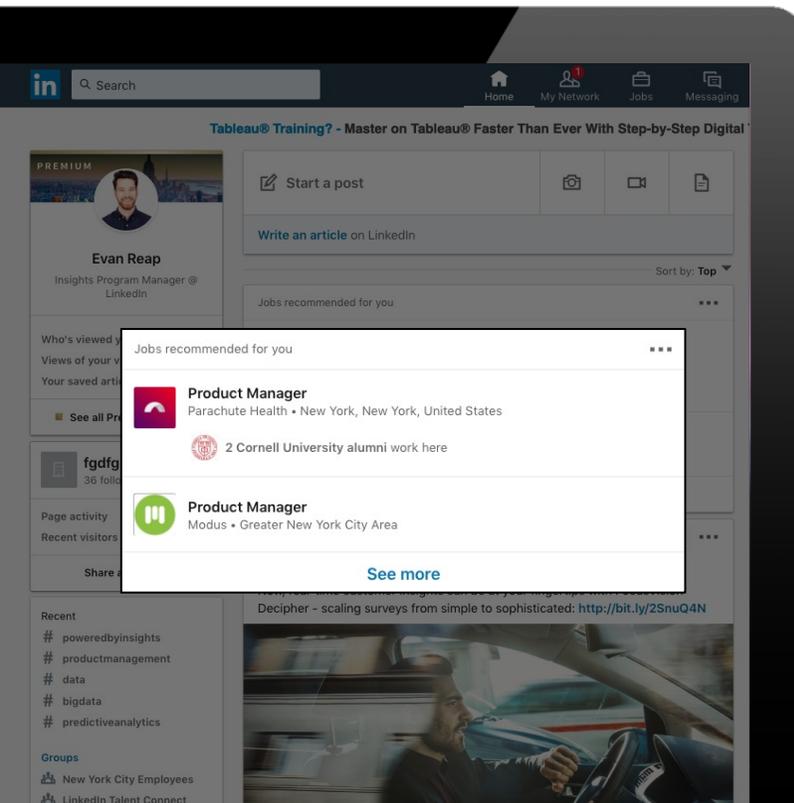
- A "MAIN AREAS OF BUSINESS" graphic for the WORKSOURCE HOODE VALLEY region, listing IT, HEALTHCARE, ADVANCED MANUFACTURING, CONSTRUCTION, and TRUCKING.
- A testimonial from WorkSource Bend (Deschutes, Crook, and Jefferson Counties) about Steve Pine, Franchise Owner of Touching Hearts at Home.
- A testimonial from East Cascades Works, Central Oregon Intergovernmental Council.
- A testimonial from WorkSource Newport (Oregon Coast) about Dylan Smith, Store Manager of Thriftway.
- A testimonial from Community Services Consortium, Lincoln County Resources.
- Client testimonials from BMSTechnologies (Information Technology & Services) and Providence Health & Services (Hospital & Health Care).
- Candidate testimonials from Celina Capistrano, Associate Study Coordinator at Auckland Clinical Studies.

How LinkedIn can help: **Connect via Jobs**

After you build your page, LinkedIn Jobs adds unique value to hiring

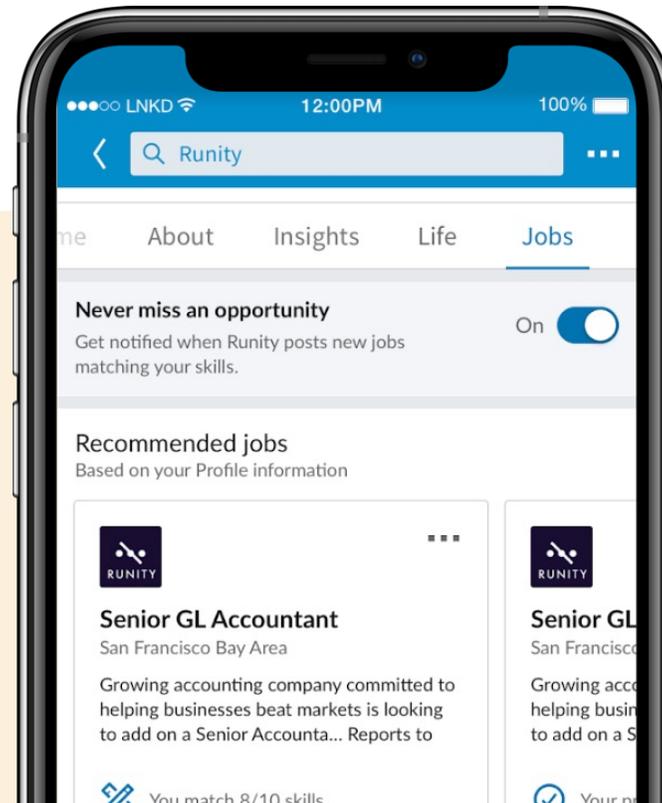
1

Your job is recommended to LinkedIn members who may not be actively searching for you



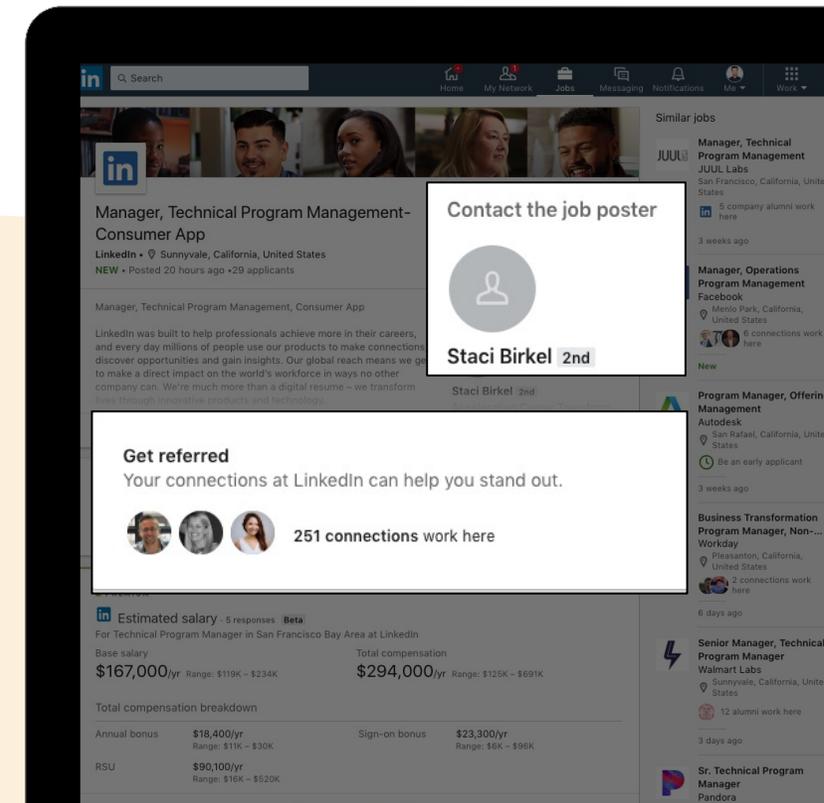
2

LinkedIn's tailored job search experience helps job seekers discover relevant opportunities faster



3

Jobs works together with the rest of the LinkedIn ecosystem to support the real candidate journey



How LinkedIn can help: Connect via Jobs

LinkedIn recommends jobs to members who may not be actively searching for you

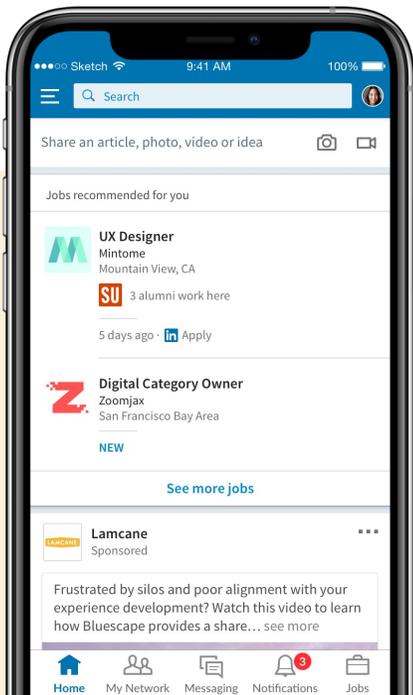
Targeted Job Recommendations

Your job is recommended across the platform to LinkedIn members who may not be actively searching for your jobs

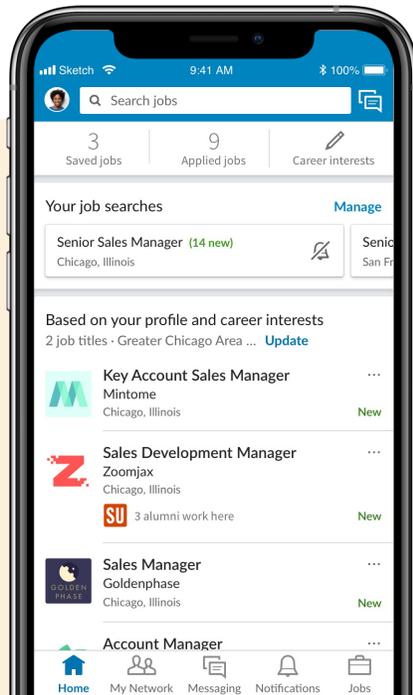
Promotion via Job Search

LinkedIn's tailored job search experience helps active job seekers discover relevant opportunities faster

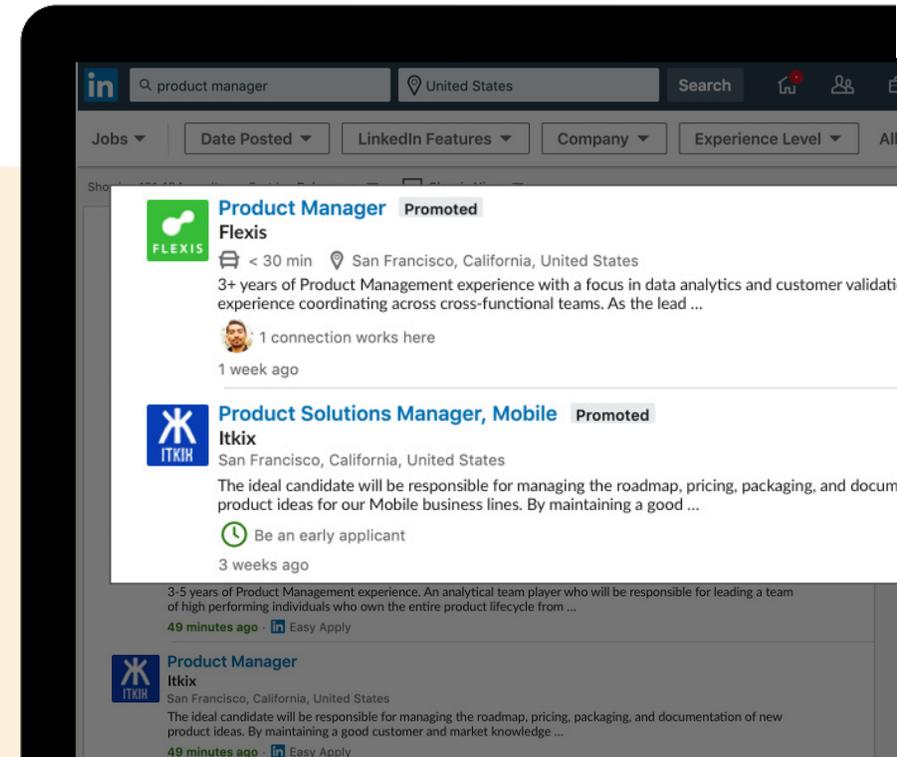
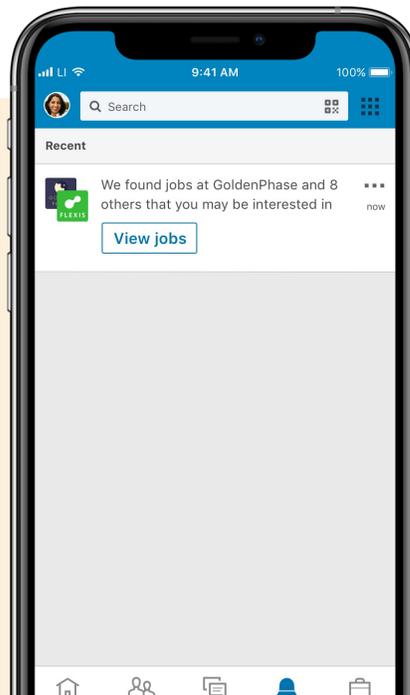
In the LinkedIn Feed



In the 'Jobs' home tab



In Notifications



How LinkedIn can help: [Connect via Recruiter](#)

Find talent with Recruiter

- Search network of 630 Million+ professionals – 93% of the US workforce has a LinkedIn profile
- Gain access to both active and passive talent
- Identify candidates with powerful filters, guided search, and spotlights
- Send personalized messages or leverage templates and message multiple candidates at once

The screenshot displays the LinkedIn Recruiter interface. At the top, there's a navigation bar with 'RECRUITER' and options like 'PROJECTS', 'CLIPBOARD' (with a '26' notification), 'JOBS', 'REPORTS', and 'MORE'. A search bar contains 'Start a new search'. Below this, a summary bar shows: '5 total candidates', '3 are more likely to respond', '3 open to new opportunities', and '1 engaged with your Talent Brand'. The main content area is divided into two columns. The left column contains filters for 'Job titles' (Sales Engineer, Consultant, Manager, Director), 'Locations' (Greater Chicago Area, Greater New York City Area), 'Skills' (Microsoft Excel, Microsoft Office, Management), 'Companies' (Deloitte, PwC, KPMG, Accenture, McKinsey & Company, EY, The Boston Consulting Group), 'Year of Graduation' (1978-2007), and 'Schools'. The right column displays two candidate profiles: Gregory Hardin, a 3rd-degree Ronin Salesforce Architect/Developer at Freelance, and Melanie Angers CSM, MBA - Chicago Booth, a 2nd-degree Consultant | Financial Business Analyst | Project Manager | Risk | Analytics | SQL at Compass Pro Bono.

Targeted outreach to your jobseekers

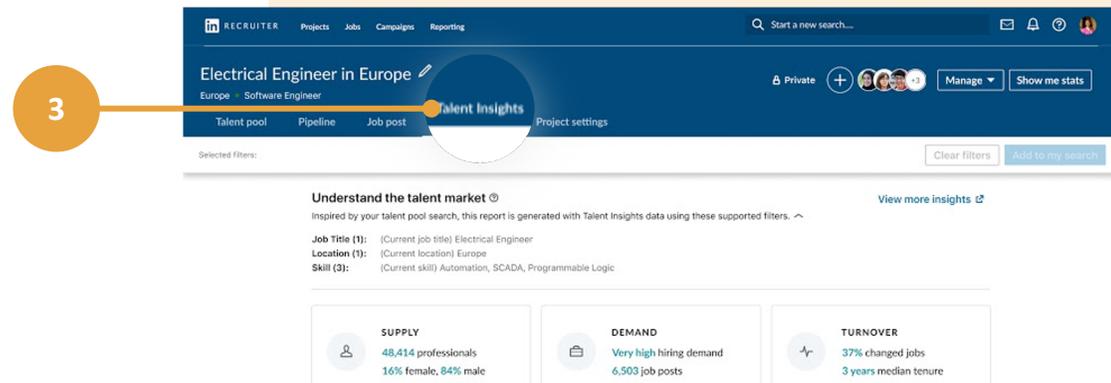
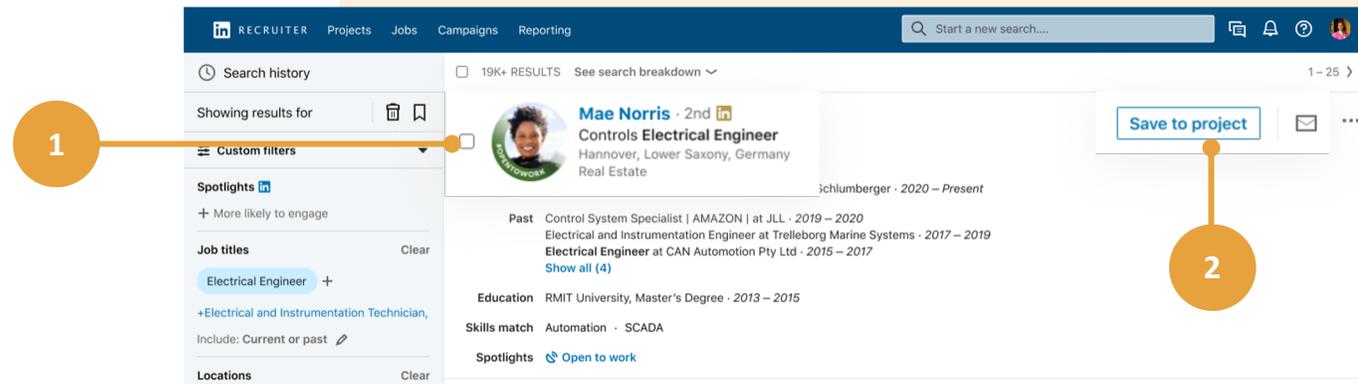
-  **Location**
Geographic location specified by the member (or the IP address)
-  **Years of Experience**
Inferred from member-entered experience
-  **Job Function**
Inferred from member-entered job title
-  **Current or Past Company Name**
Current employer listed on member's profile (partially inferred)
-  **Members Skills**
Skills mentioned in members' profile, or inferred skills based on their listed skills
-  **Member School**
Member School
-  **Company Industry**
The industry of the company at which the member is employed
-  **Members Groups**
Specific LinkedIn Groups that member within your target audience has joined
-  **Field of Study**
Standardized from member-entered degrees
-  **Company Size**
As listed on the Company Page of the member's current employer
-  **Member Gender**
Inferred in English from first name of member
-  **Degrees**
Standardized from member-entered degrees
-  **Current or Past Job Title**
Standardized from member-entered and industry-standard job titles.
-  **Member Age**
Inferred from member's last graduation year
-  **Recent Grad Year**

How LinkedIn can help: Connect via Recruiter

Source job seekers with desired skills

Jump into Recruiter to search for and contact candidates with the right skills and experience

- View candidates in Recruiter that meet your search criteria
- Save candidates you're interested in to an existing or new project, and save the entire search so you can revisit it later by clicking the bookmark icon
- If you want to view additional insights or see suggestions to optimize your search, click on "Talent Insights" in Recruiter

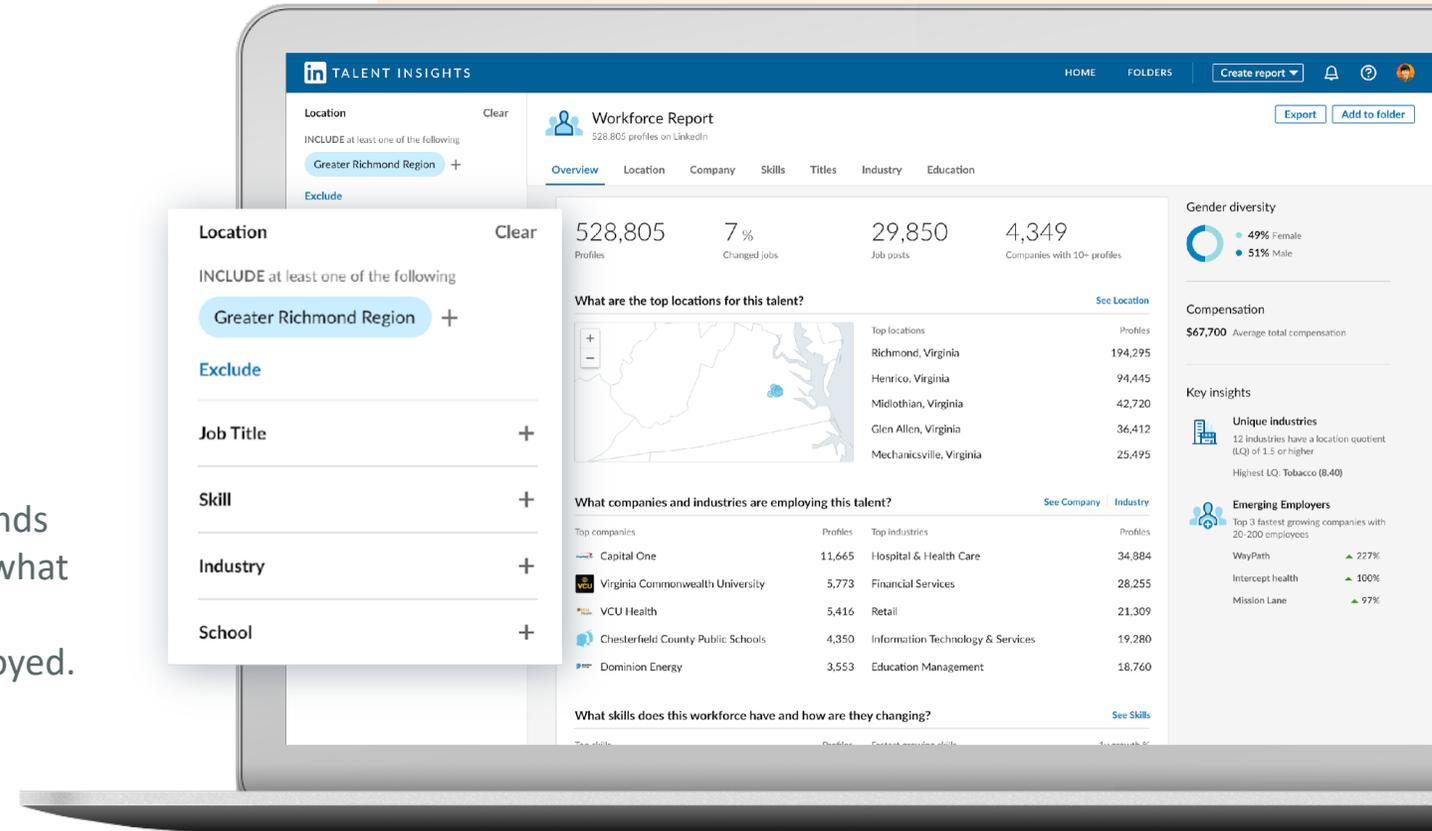


How LinkedIn can help: Plan

Gain real-time visibility into your region

360-degree view of your labor pool

Quickly gain a picture of the workforce and employment trends in your region. Discover where professionals are clustered, what are their top skills, which companies are growing and hiring, what schools are producing talent and where they are employed.



How LinkedIn can help: Plan

Here's a snapshot of how LinkedIn Talent Insights can help align talent supply and demand.



Upskill local workforce

- What are the skills gaps in our region?
- What degrees and course offerings should we offer at our local universities and colleges?
- What roles are most in-demand, and how can we fill those jobs with our unemployed and underemployed workforce?
- How do we understand geographic mobility to better attract and retain talent?
- How can we facilitate career transitions?



Drive employment outcomes

- How can we help unemployed and underemployed people find jobs?
- Which local companies are hiring and what roles are driving employment growth?
- Which local employers should we build relationships with to facilitate employment for our clients?
- What companies should we try to attract to our region based on our talent fit for their needs?

Build and execute on your workforce strategy with LinkedIn's full talent offering

LinkedIn

 Talent Insights

Build an informed strategy

Effective Placement Strategies

- Build new employer partnerships
- Match job seekers to open roles
- Drive more job seekers into programs
- Sustain relationships with critical groups and stakeholders

Bridge employers and job seekers

-  Jobs
-  Recruiter
-  Career Pages

Plan

Develop

Connect

Smart Skilling Investments

- Develop career paths based on hiring trends
- Identify skill gaps and build critical skills
- Demonstrate skills acquired to employers

Empower your job seekers

 Learning





Besides skills, network building is critical in helping job seekers.

2X

Having a comprehensive LinkedIn Profile with items like skills, course completion certificates, professional certifications and other content doubles callback rates for entry-level applicants, [according to Forbes](#).

17%

of members found a living-wage job within 12 months upon completing a learning path

4X

On LinkedIn, applicants are nearly 4x more likely to get a job at a company where they have connections.



Develop, Plan, Connect

LinkedIn and the Public Workforce System