



Mobile Solutions: Workforce Development

Benefits of Mobile Technology

Text Messaging

Text has 98% open rate & is read within 2 minutes vs. email at 16%

Targeted, efficient, & engaging

People can self enroll for your alerts

Increases outreach, event attendance & program participation

Added convenience

Mobile Apps

No downloads, web based

Access app through URL in a text

Minimal data and storage

Easy access to your top resources; flyers, videos, forms, surveys, presentations,

Seamless, realtime updates

Reports & metrics



Our Role In Workforce Development

Our Technology

Join our Job Fair,
November 17. Click
the link for more
info. bycell.co/jobs

Text Messaging &
Mobile Web Authoring

Workforce Development



UPCOMING JOB FAIRS



JOB OPENINGS



JOB ALERTS



CONTACTS



JOB QUALIFICATION TESTS



TRAINING



BUSINESS SERVICES



COMMUNITY RESOURCES

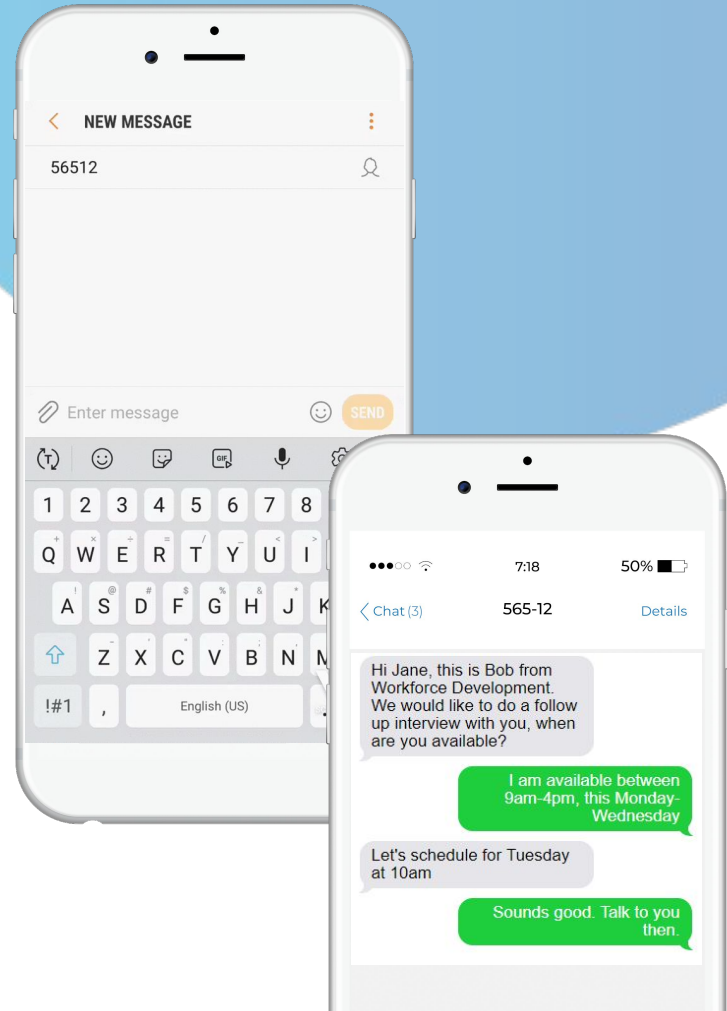
SMS & Mobile Apps

Texting

- Job seekers can self-enroll to receive your communication instantly
- Text URL links, reminders and alerts
- One-on-one texting for job counselors

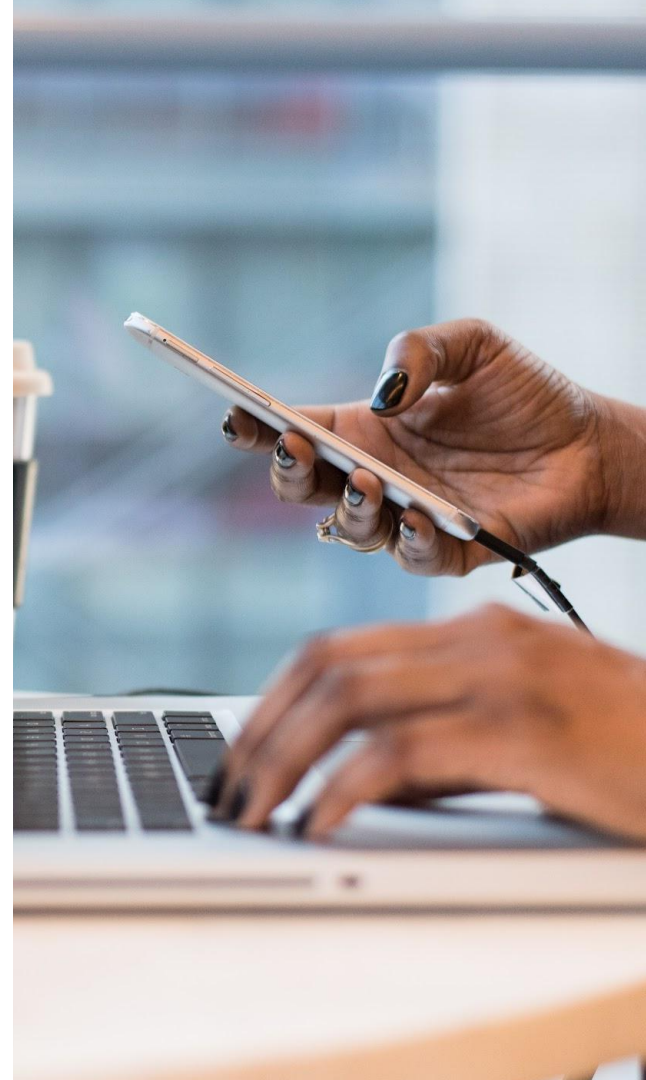
Custom Mobile Apps

- No downloads, web-based
- Easy access to your resources – job openings, training, hiring events, forms, videos, etc.
- Verify employment & capture signed forms with user uploaded photos
- Robust reports and analytics



Why Mobile **Service Provider Benefits**

- Increase community outreach
- Higher attendance for hiring events
= more people in jobs
- Target UI lists to connect with your
resources & opportunities
- Supplement career
counselor communication
- Mobile App vs. Your Website
- Meet performance metrics with
measurable results



Text Workforce to 56512

Font Size: [+](#) [-](#)

Workforce Development Goes Mobile!

Find out how to gain access to training programs and other services provided by our One Stop Career Centers in New Brunswick and Perth Amboy. Adults, Dislocated Workers, and Out of School Youth (ages 16-24) can find the latest information on career exploration, labor market information, job opportunities, literacy classes, and training programs.

Our One Stop Career Centers work closely with local businesses by offering hiring incentives, training grants, employee recruitment, job fairs, and labor market analysis. Gain access to valuable information through our Business Resource Center.



We Work with the Following Workforce Development Clients:



Our Solutions



Text Messaging And Text Chat

Join us this
Saturday to learn
you you can apply
to your dream job.
<https://link.co>

Hi Diane, I would
like to schedule an
interview with you.
When is a good
time to chat?

How about Wednesday
at 10am?

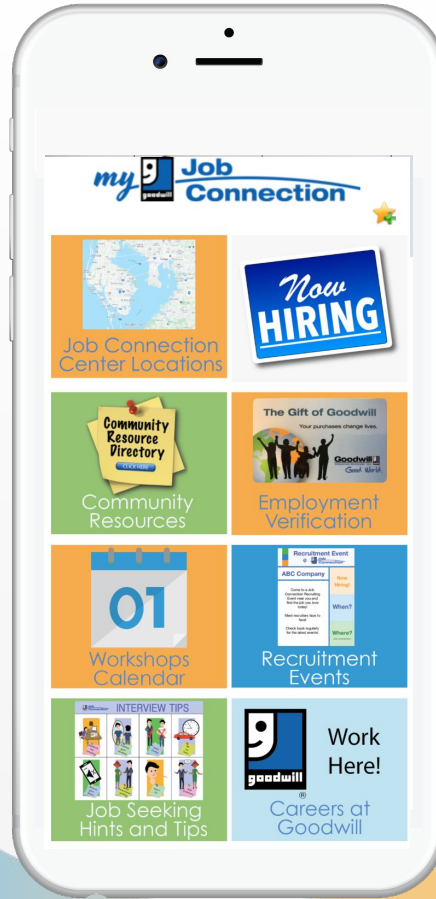
Great. Talk to you
then.

A blurred background image of a person in a business suit holding a resume and a smartphone. The resume has the word 'RESUME' printed on it. The person is also holding a smartphone. The overall scene is dimly lit and out of focus.

Text to 56512

**Put the word DEMO in text field and
hit send**

Mobile Web Apps



Events & Conferences Platform

- Register for event
- Store Content: Pre-Conference Info, Agendas, Speaker LineUp, etc
- Encourage participation with selfies, polls, scavenger hunts, and quizzing
- Gather feedback with comment boards and surveys
- Upload Video/Audio, Photos, PDFs, PowerPoints

14. Regarding the Breakout Sessions: The content of the conference sessions was appropriate and informative.

- Strongly Agree
- Agree
- Disagree
- Strongly Disagree

15. Regarding the Breakout Sessions: The conference provided ample time for networking with attendees.

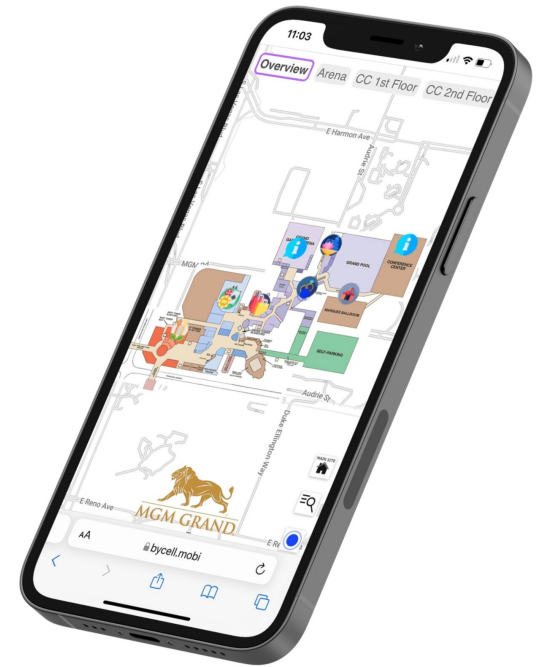
- Strongly Agree
- Agree
- Disagree
- Strongly Disagree

10. Regarding the Breakout Sessions: There was a very strong lineup of interesting topics and speakers for me to choose from.

- Strongly Agree
- Agree
- Disagree
- Strongly Disagree

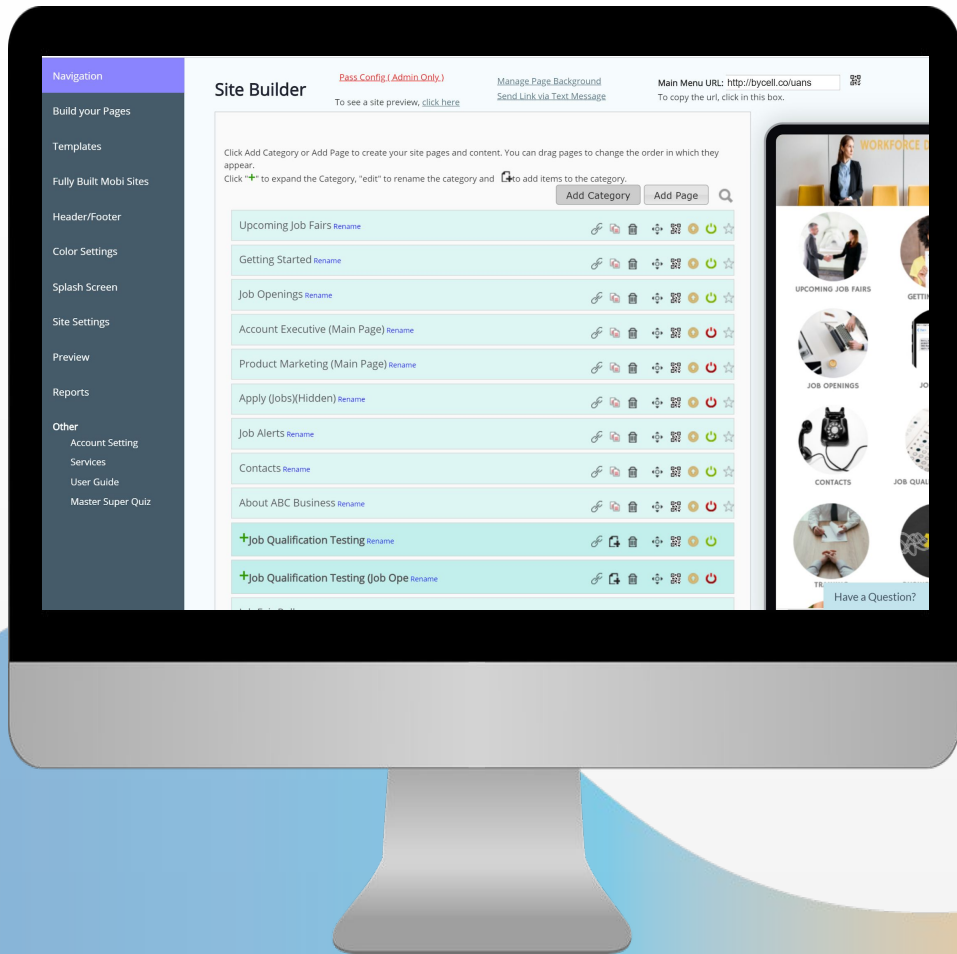
Popular Platform Use Cases

- Events & Mobile Passes
- Onboarding, training, internal reminders
- HR & Benefits
- Volunteer or participant updates
- Wayfinding & Guided Tours
- Mobile Fundraising
- Membership Engagement



Our Interface

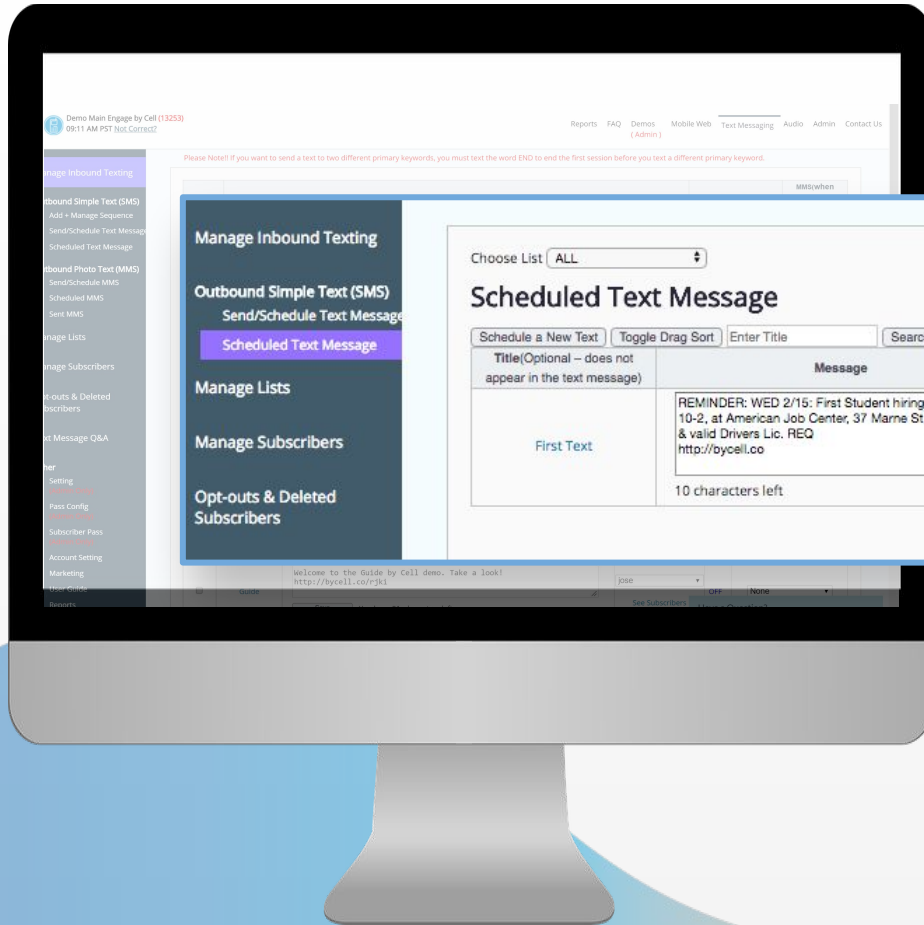




Mobile Web App

Drag and Drop feature

Schedule Text Messages



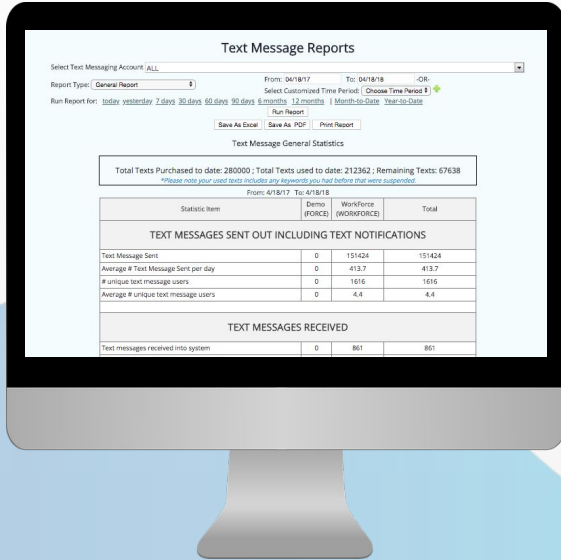
Scheduled Text Message

Choose List **ALL**

Schedule a New Text Toggle Drag Sort Enter Title Search Title Show All

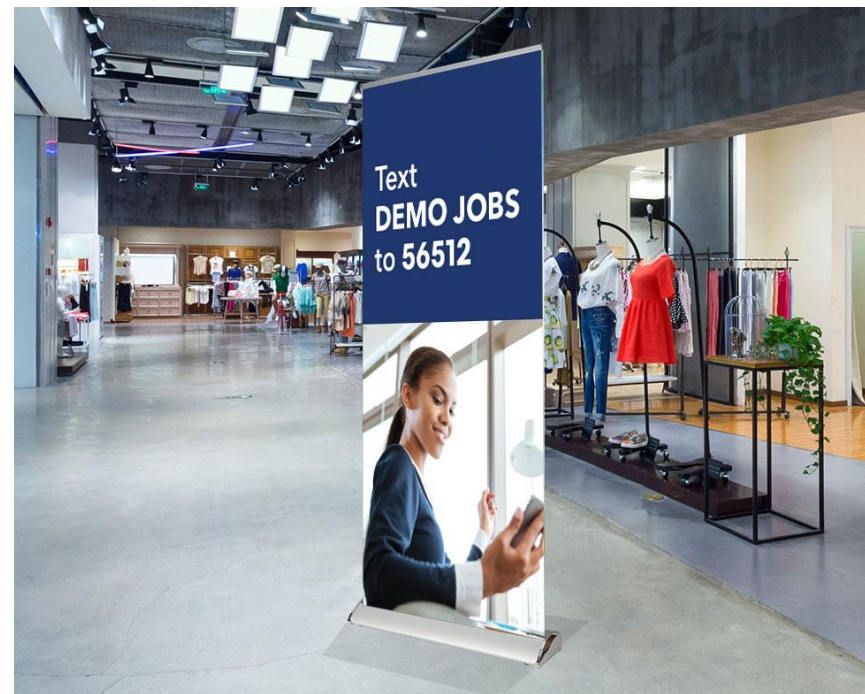
Title(Optional – does not appear in the text message)	Message	List	Schedule	Send One Time	Remove
First Text	REMINDER: WED 2/15: First Student hiring Bus Drivers, 10-2, at American Job Center, 37 Marne St, Hamden. 21+ & valid Drivers Lic. REQ http://bycell.co 10 characters left	All	ONCE 6/1/18 01:32 PM PDT Reschedule Send Now to Subscribers <input type="checkbox"/> Place scheduled text on hold	Send One Time	

Reporting & Metrics



Reaching Your Audience

- Website pop-up & graphics
- Social Media
- Building signage
- Banners
- Marketing collateral & intake forms
- Radio & print ads



A woman in a light-colored blazer and headset is smiling and looking towards the camera. She is sitting at a desk with a laptop and a notebook. In the background, another person is working at a desk, also wearing a headset. The scene is set in a bright office with large windows.

Dedicated Customer Service & Support



What Workforce Leaders Are Saying About Engage by Cell

“

The use of Engage by Cell has been instrumental in disseminating information to our customers. Many of my colleagues across the state are experiencing a large volume of calls. We have seen just the opposite, because we've been able to get information out in real-time.

”

Kevin Kurdziel

CEO and Director of Middlesex County Workforce Development Board

“

You would expect during a time when we were virtually shut down since March 2020 that we would have a degradation of enrollment to the tune of 50% to 40%. **We are off only 10% from the average of the first two prior years**, and we can attribute that to the fact that we've been able to keep up with our people, our customers, through a virtual interface.

”

Bill Walker

Executive Director of East Local Workforce Development Area (ELWDA)

“

Other areas, weren't so fortunate and have now faced a reduction of funds because as we all know in workforce development there are federal performance standards and metrics that have to be met. **We were actually the only area in the state that met all of its performance metrics for the last year during the pandemic.**

”

Victor Oakley

Performance & Information Systems Manager, ELWDA

“ The career specialists are able to maintain monthly, weekly, whatever schedule that they set, contact with their participants using Engage by Cell. **There are multiple reasons why this is important.** One, because an individual has to fill out an attendance sheet or they have to return documents to their career specialist. And sometimes as we all know, people forget to do things. If they forget, they don't get payment, or they don't get the services that they need. So Engage by Cell is a way to gently remind someone that we need this information from you. ”

Victor Oakley

Performance & Information Systems Manager, ELWDA