

CASE STUDY: US VIRGIN ISLANDS WORKFORCE DEVELOPMENT BOARD

Mobile Communications & Service Delivery for Workforce Development



US VIRGIN ISLANDS
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COMMUNITY NETWORK

CLIENT OVERVIEW

The US Virgin Islands Workforce Development Board (USVI WDB) supports job seekers and employers across the territory through workforce programs, training initiatives, and community partnerships. Serving a diverse population with varying access needs, the board prioritizes clear, timely communication and easy access to workforce resources.

THE CHALLENGE

The USVI WDB needed an efficient way to communicate with job seekers, manage client interactions, and share critical workforce information across multiple programs. Traditional communication methods made it difficult to keep clients informed and ensure consistent access to job postings, workshops, and community resources.

The organization needed a mobile-first solution that could:

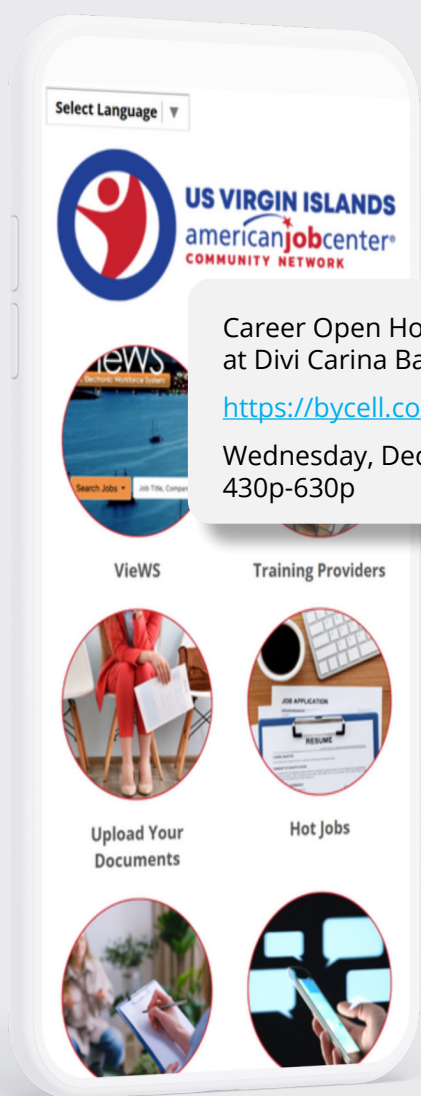
- Improve communication between case managers and clients
- Reduce no-shows through timely reminders
- Centralize workforce resources in one easy-to-access location
- Allow clients to schedule appointments without staff back-and-forth

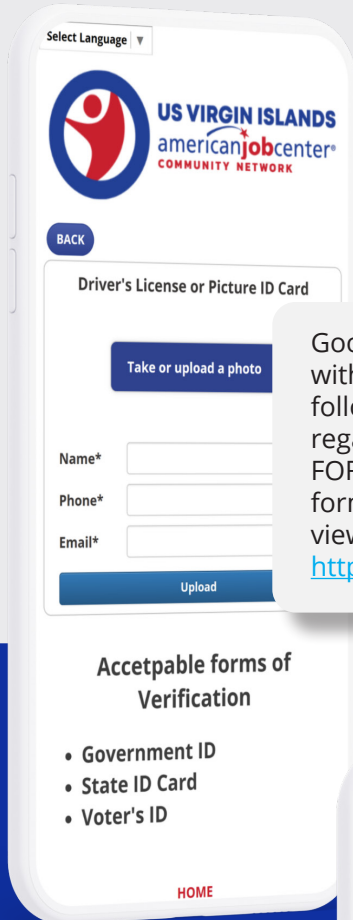
THE SOLUTION

The USVI WDB partnered with Engage by Cell to deploy a two-way text messaging platform and a mobile web app designed to support workforce development operations.

Using Engage by Cell's text messaging platform, the board sends reminders about board meetings, communicates directly with clients, and enables case managers to engage in two-way conversations with job seekers. This allows staff to respond quickly to questions, share updates, and maintain ongoing communication throughout a client's journey.

To complement texting, the USVI WDB uses Engage by Cell's mobile web app as a centralized resource hub.





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Driver's License or Picture ID Card

Take or upload a photo

Name*

Phone*

Email*

Upload

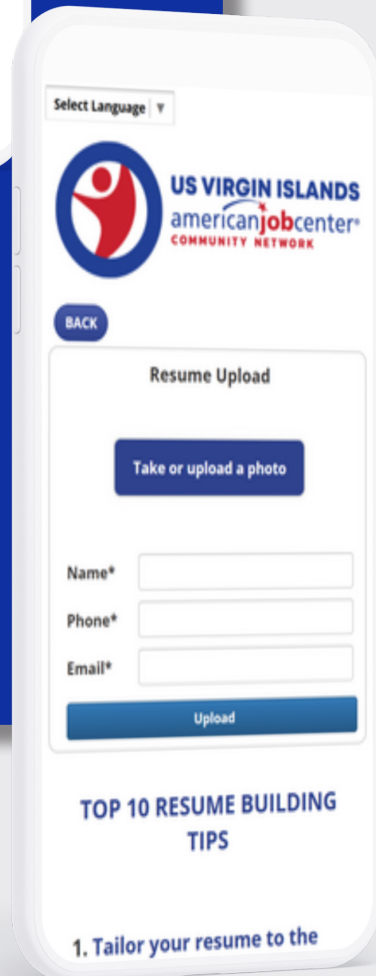
Acceptable forms of Verification

- Government ID
- State ID Card
- Voter's ID

HOME

Good morning! Shayla here with the Workforce Board, following up on an email regarding BOARD RENEW FORM. Please complete the form by 12/19. Click link to view form:

<https://bycell.co/ddqox>



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Resume Upload

Take or upload a photo

Name*

Phone*

Email*

Upload

TOP 10 RESUME BUILDING TIPS

1. Tailor your resume to the

Through the app, clients can:

- Upload required documents
- View job postings
- Access workshop and event information
- Explore community resources
- Schedule appointments using the built-in appointment setter, selecting dates and times based on staff availability

This integrated, mobile-first approach makes workforce services more accessible while reducing administrative burden for staff.

RESULTS & IMPACT

By adopting mobile web apps and two-way texting, the USVI WDB streamlined communication and improved engagement across its workforce programs.

Key outcomes include:

- Improved client responsiveness through direct, two-way text communication
- Fewer missed appointments with automated reminders and self-scheduling
- Easier access to workforce resources from any device
- More efficient case management with centralized communication and scheduling tools

WHY IT WORKS

The USVI WDB's use of Engage by Cell demonstrates how mobile web apps and texting can modernize workforce development services. By giving clients flexible, mobile access to information and enabling real-time communication with case managers, the board has created a more responsive, accessible, and community-centered workforce experience.

"We're utilizing it for everything from hot jobs to events and workshops. It's such a versatile way to engage the community, and they've really responded to it."

— **Mike Fazio**
Founder/CEO,
Workforce 180, LLC