

# Workforce Development Board Digital Tool Overview

---

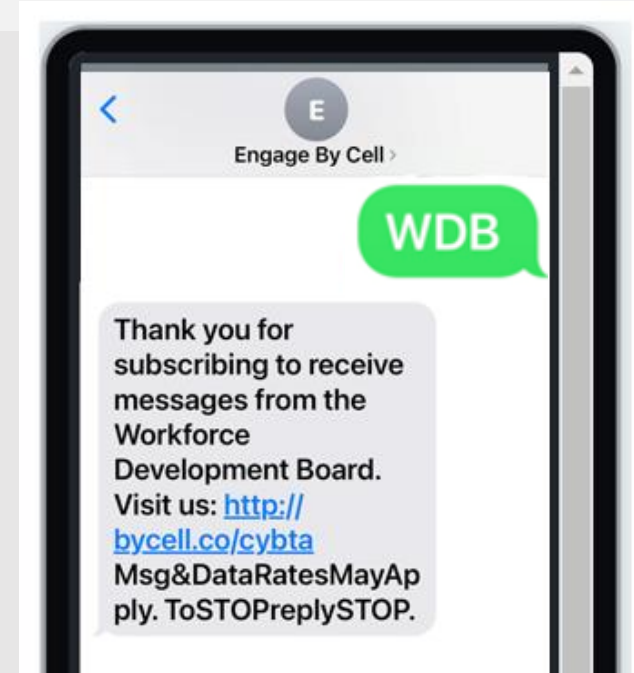


**engage by cell**

# Text Messaging SMS Communication Platform

## Engage by Cell:

- ✔ Communication via text message
- ✔ Push event notifications, links, and images
- ✔ Schedule messages; set it and forget it
- ✔ Users can “opt-in” to a number of lists; and “opt-out” at anytime
- ✔ Text WDB to 56512



# Engage by Cell

Step 1: Write your message

Title  
(Optional - does not appear in the text message)

Message

Msg&DataRatesApply. ToSTOPreplySTOP

Insert Into Text:  
[Opt-Out Text](#)

125 characters left.

Step 2: Choose where this text is going

Send to a List  Send to a mobile number

Choose List:

Primary Keyword-->List Name ( Subscribers )

Step 3: Schedule a text

Frequency:



## Send to a List or Mobile Number:

- Reminders
- Alerts
- Upcoming Events
- Links
- Calendars
- Set frequency, one-time, daily, weekly, monthly.
- Can create an interactive experience through scavenger hunts, games, polls, quizzes, surveys, etc.

# Responsive Mobile Web Platform

## Guide by Cell

- ✔ Allows access via phone, tablet, and desktop
- ✔ Customizable; easy drag and drop – simple build
- ✔ No IT involvement required
- ✔ Option to add web app to the home screen
- ✔ Link <http://bycell.co/ktfs>



# Main Categories



- County of Burlington
- Workforce Development Board
- American Job Center
- Employment Resources & Events
- Workforce Development Institute
- Rowan College at Burlington County
- Adult Basic Education
- Youth Programs

# Workforce Development Board



## Create Individual Pages

- Theme colors alternate automatically
- Make as many pages as needed
- Clicking the blue arrow leads you to
- Main Menu return on all pages

## Inform your Audience



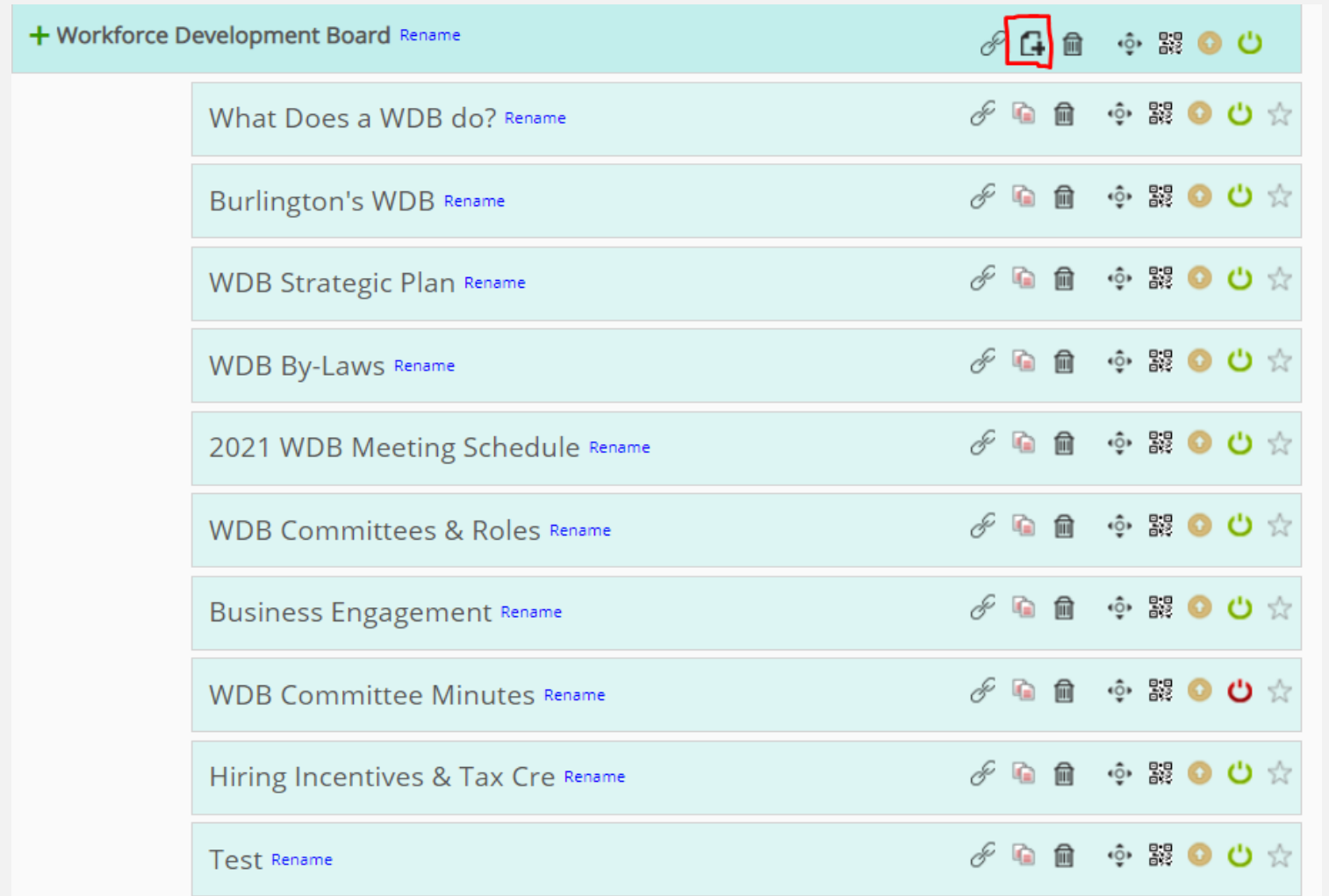
- Green arrow at top will redirect back to list of page choices



# Build Your Pages

## Click [+] to add pages

- ✓ URL
- ✓ Copy Page
- ✓ Trash
- ✓ Hold to Move Page
- ✓ QR Code
- ✓ Upload Icon
- ✓ Turn Page Off/On
- ✓ Make Favorite



# Drop and Drag

---

Select Page to Edit  Sort

[Manage Background](#) [Click here](#) to change page settings for "Test "

[Send Link via Text Message](#)

## Content



Text



Image



Carousel



Video



Audio



Button



File



PPT

## Engagement



Form



Poll



Quiz



Super Quiz



Comment

## Social



Twitter



RSS



Map



Social Media



Share Page



Selfie



# Design Your Page

Select Page to Edit  Sort

[Manage Background](#) [Click here](#) to change page settings for "Test "

[Send Link via Text Message](#)

<b>Content</b>	Text	Image	Carousel	Video	Audio	Button	File	PPT
<b>Engagement</b>	Form	Poll	Quiz	Super Quiz	Comment			
<b>Social Media</b>	Twitter	RSS	Map	Social Media	Share Page	Selfie		

Add as many components into page by dragging and dropping into the section below.

Image	
Text	
SuperQuiz	VIEW REPORT
Selfie	VIEW REPORT
Button <a href="#">Click Here To</a>	



# Examples

Page URL: <http://bycell.co/cgaim>

Page QR:



To copy the url, click in this box.

Government Departments

Government Services

County News

County Employment



## Resume Template (Tips Included)

**YOUR NAME** Placeholder text for your name

**PROFESSIONAL SUMMARY** Placeholder text for your professional summary

**EDUCATION** Placeholder text for your education

**WORK EXPERIENCE** Placeholder text for your work experience

**SKILLS** Placeholder text for your skills

**ADDITIONAL INFORMATION** Placeholder text for additional information

[Download](#) [View](#)

Don't see your company's training need(s) listed? We can customize a program to suit your requirements.

Fields marked \* are required

Full Name\*

Business\*

Email\*

Phone Number\*

Training Need\*

Contact Us

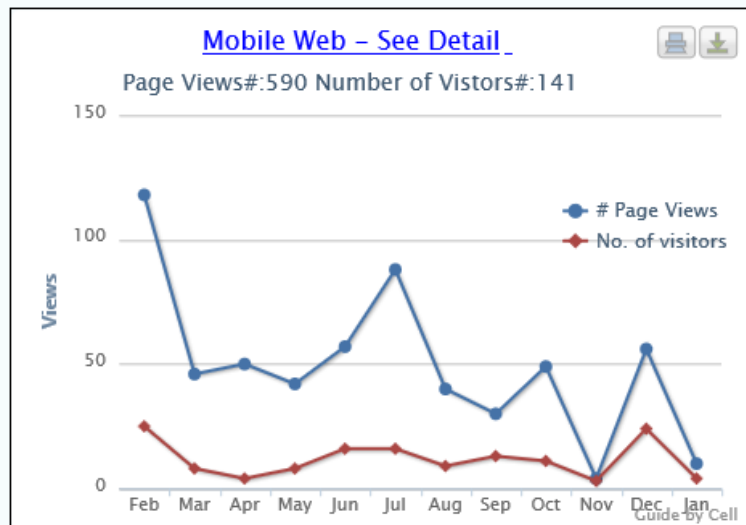
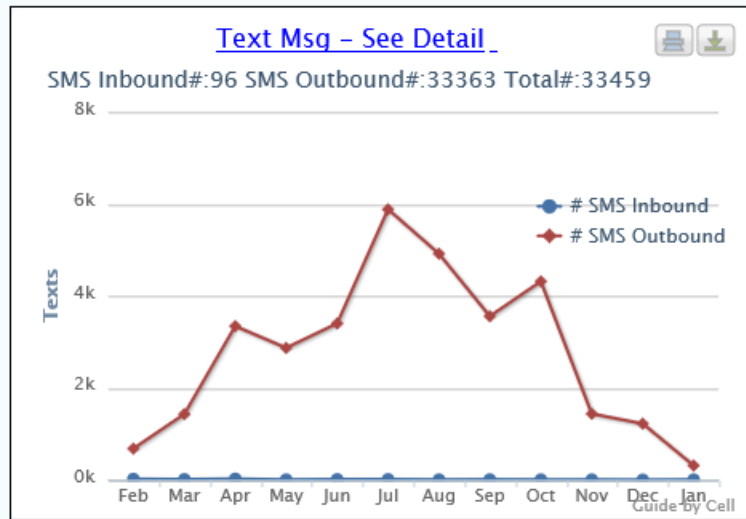
Additional Membership Information

How Can I Become a Member?

- ✓ Link to websites
- ✓ Map/Directions
- ✓ File (to View or Download)
- ✓ PowerPoint
- ✓ Forms
- ✓ Video



# Measure Usage



## Text Message Reports

Text Messaging Account:RCBC Workforce Development Institute ( Burlington Co ) -- WDI

Report Type:

From:

To:

-OR-

Select Customized Time Period:

Run Report for: [today](#) [yesterday](#) [7 days](#) [30 days](#) [60 days](#) [90 days](#) [6 months](#) [12 months](#) | [Month-to-Date](#) [Year-to-Date](#)

### Text Message General Statistics

You can only send 25000 SMS per day. Please call 415-615-0150 to get approval to send more.

From:  To:

Statistic Item	Total
<b>TEXT MESSAGES SENT OUT INCLUDING TEXT NOTIFICATIONS</b>	
Text Message Sent	618
Average # Text Message Sent per day	19.9
# unique text message users	309
Average # unique text message users	10
<b>TEXT MESSAGES RECEIVED</b>	
Text messages received into system	5
Average # text messages received per day	0.2
# unique text message users (who received a text)	2
Average # unique text message users (who received a text)	0.1
<b>TEXT MESSAGES SUMMARY</b>	
Total text messages sent and received	623
Average # text messages sent and received per day	20.1
# unique text message users who sent or received a text	309
Average # text message users who sent or received a text	10
<b>Total unique users : 309</b>	

# Create Engaging Mobile Experiences...

## Engage by Cell

<https://engagebycell.com/>

## Guide by Cell

<https://guidebycell.com/>

## Give by Cell

<https://givebycell.com/>

## Train by Cell

<https://trainbycell.com/>

