

Part 1 of Engage by Cell's 2023 Workforce Webinar Series:

# Breaking the “Unemployment Office” Stigma

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# Our Speakers



**MAX SCHELKOPF**

Engage by Cell



**Mike Fazio**

Workforce 180



# About Engage by Cell

- Cloud-based, mobile-focused
- 15 years in business
- Large presence in Workforce Development and Training
- 4,000 clients worldwide



# About Workforce180

- National Training, Marketing and Consulting
- Established in 2014
- 700 organizations served
- 20,000 workforce professionals trained
- 2 million + podcasts downloaded





Shaded areas indicate U.S. recessions.

Source: U.S. Bureau of Labor Statistics

fred.stlouisfed.org

# Biggest Hurdles for WFD in 2023

- Compromised funding allocations
- Diminished integrity with clients or partnerships
- Limited accessibility to your resources
- Brand degradation
- Decrease of outcomes



# WFD Clichés

- Unemployment office
- Low income, low wage clients only
- “Blue Collar” jobs / Uneducated clients
- Client placement concludes our work





# A New Perspective

- Community Outreach 2023
- Skilling up, incumbent and underemployed workers
- Careers Pathways vs jobs
- Increased collaborations
- For example...

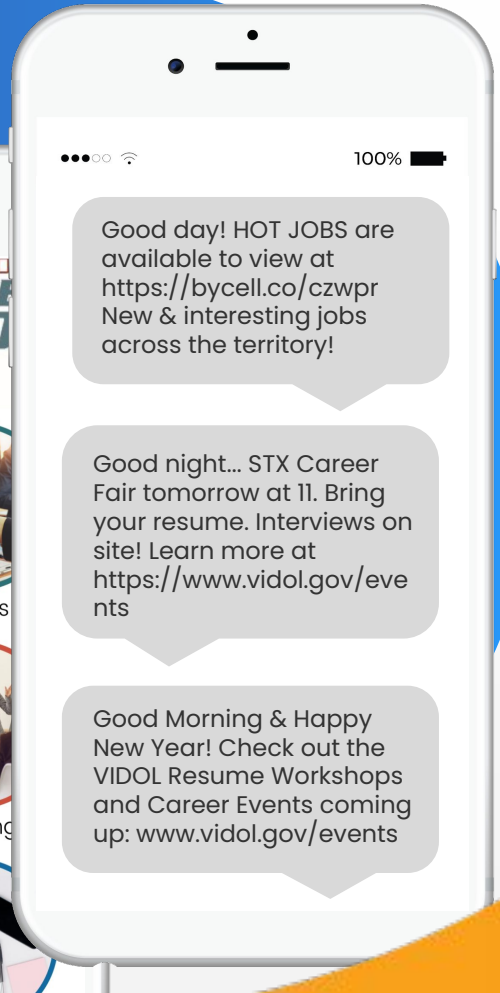
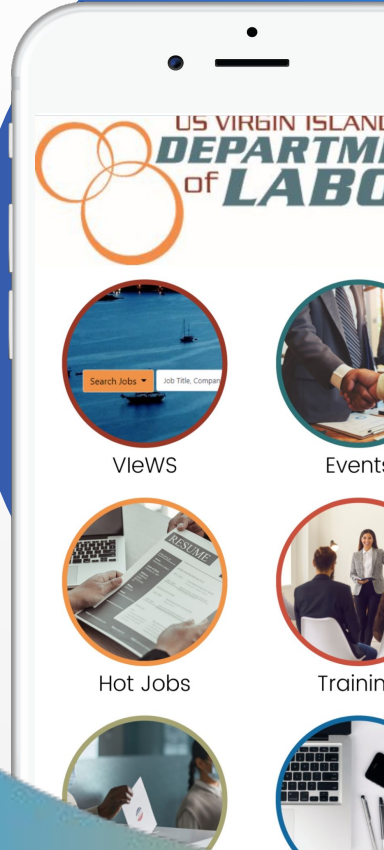


# Governor's 2022 Workforce Summit



# Virgin Islands Workforce Development Board

Text **MAX** to **56512** or scan the QR code and press send!



# Workforce 180

## Final Thoughts:

Mike says ...

- *"We need an extreme industry makeover"*
- *"Plan on upskilling your workforce professionals."*
- *"Provide your community what they need to know, in a way they want to receive it."*
- *"Remember, It takes a revolution to initiate evolution!"*

**We want to  
hear from  
you!**

*Enter your questions and  
thoughts in the chat! Be sure  
you are sending to  
“everyone.”*

# Thank you!



## **MAX SCHELKOPF**

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*Chat with Max!* Discuss how mobile tech like text messaging and mobile web apps help workforce organization across the country increase engagement.



## **Mike Fazio**

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*Chat with Mike!* Learn more how to expand your organizations community outreach.