New Partnership; New Opportunity

LinkedIn Talent Solutions

NASWA
NATIONAL ASSOCIATION OF STATE WORKFORCE AGENCIES

LinkedIn & NASWA: A Strengthening Partnership

RESEA pilot with State of Utah

LinkedIn launches workforce professional training initiative

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
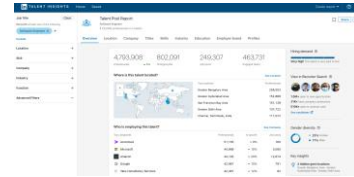
2016   **2017**   **2018**   **2019**   **2020**   **2021**   **2022**

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

UI work search pilot with Arizona, Ohio, and Michigan

LinkedIn Career Explorer goes live to support job transitions

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

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Linked in

LinkedIn Talent Solutions Partnership

- NASWA members receive discount on already reduced government pricing and dedicated support to provide LinkedIn Talent Solutions and Learning to target audiences (i.e. UI claimants, job seekers, RESEA participants, etc.)

- State agencies have opportunities to learn from each other on the rollout and implementation of online learning programs at scale through a community of practice with LinkedIn Talent Solutions workforce development teams.

- NASWA builds capacity to better serve and advise state agencies as they modernize training and education programs.

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NATIONAL ASSOCIATION OF STATE WORKFORCE AGENCIES

Who does what?

NASWA will

- Support State members on opportunity
- Refer members to LinkedIn through webinars, workshops, meetings

LinkedIn will

- Provide a single point of contact for the partnership
- Develop member community of practice

Carahsoft will

- Facilitate state procurement of LinkedIn Learning

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Cost

- Access to LinkedIn Learning at an exclusive discount (5%) beyond reduced government prices.

- NASWA will also benefit from a referral fee (3%)

- LinkedIn will offer discounts for volume orders. These discounts range based on the volume and product mix and need to be discussed by the LinkedIn team with state agencies.

Qualification

In order to qualify for the NASWA discount, the following stipulations must be in place:

- LinkedIn Learning contracts must cover a minimum of 10% of the unemployed population.

- LinkedIn Talent Insights must be purchased as part of a Leader Package including LinkedIn Recruiter and with at least one license designated for each workforce region

- States must commit to an integration plan including resourcing change management for state administrators, frontline workers and all others administering LinkedIn Talent Solutions

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Community of Practice

As part of our collaboration, we will also be launching an exclusive community of practice around the use of technology by State workforce agencies for:

- Outreach strategies for job seekers and employers.
- Actionable, real time LMI dashboards.
- Online and on-demand learning.

The community of practice will provide an opportunity for facilitated peer-to-peer learning to strengthen agencies' use of technology to better serve employers and job seekers in their state.

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Support from LinkedIn

Any agency that chooses to procure any or all of LinkedIn Talent Solutions' products will receive enterprise support directly from LinkedIn. The LinkedIn team will work closely with state agencies to integrate LTS tools into the agency's workforce operations:

LinkedIn Learning

- Substantial ongoing support such as customized learning pathways.
- Regular and on-demand training for your frontline staff and administrators
- A customer success and technical integration team assigned to your contract and complete administrative dashboard and APIs.
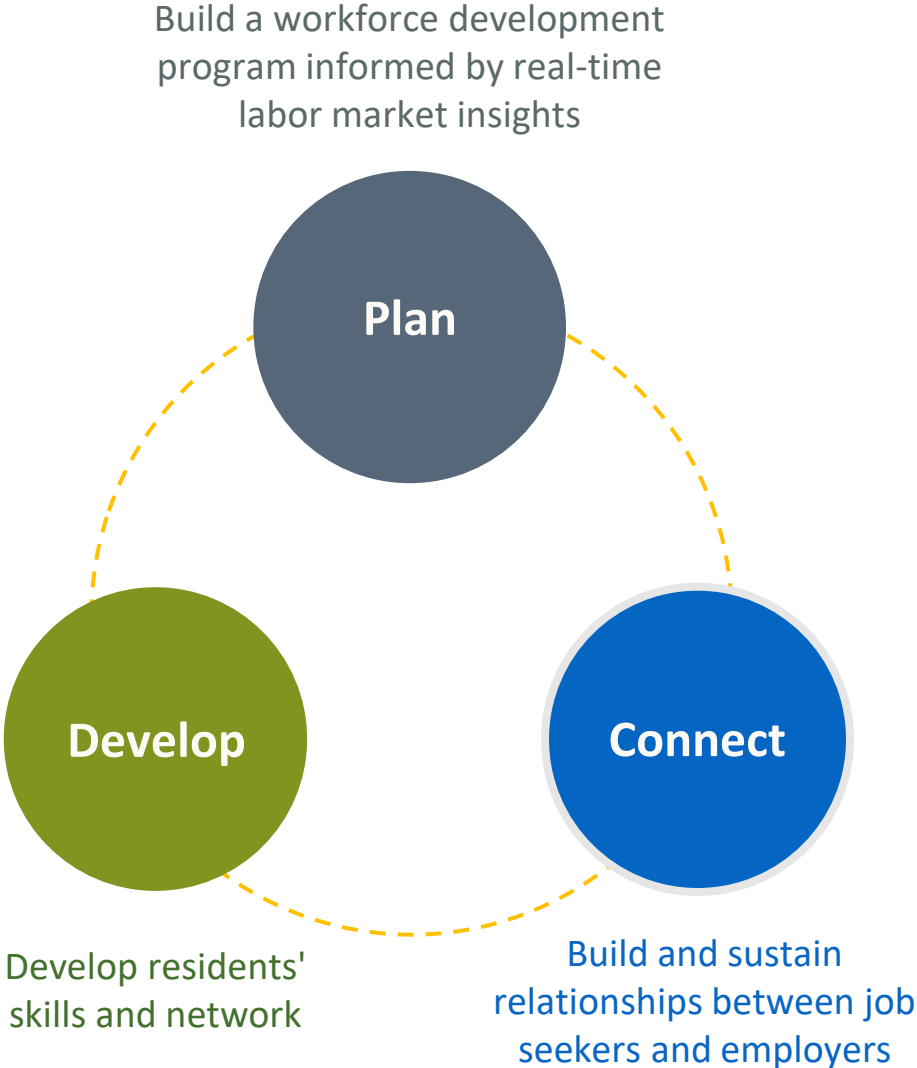
LinkedIn Plan & Connect

- Product coaching and training to optimize workflow
- Best practices on outreach to job seekers and employers
- On-demand product training
- Ability to track program participants over the course of their career
- Reporting by user, product, and feature.

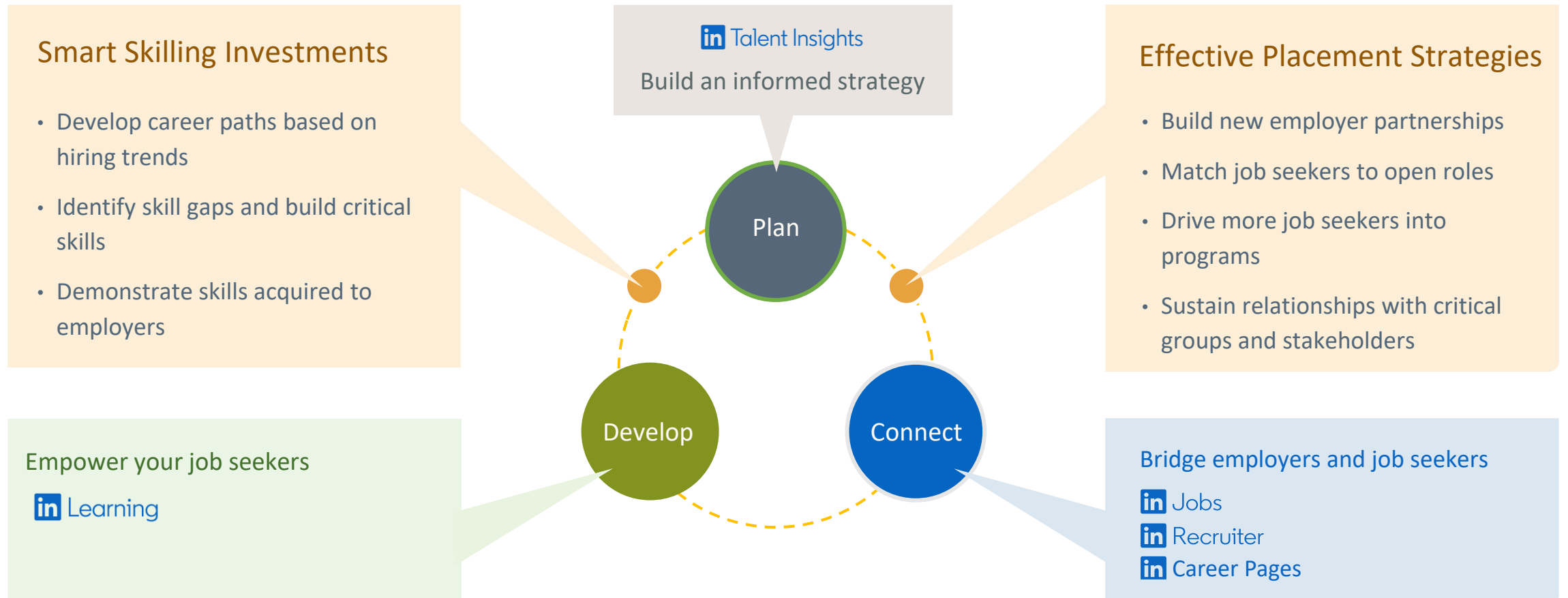How LinkedIn can help: Plan, Develop, Connect

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

Build a workforce development program informed by real-time labor market insights

Plan

Develop

Connect

Develop residents' skills and network

Build and sustain relationships between job seekers and employers

Linked in

How LinkedIn can help: Plan, Develop, Connect

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

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

in Learning

in Talent Insights
Build an informed strategy

Plan

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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

in Jobs
in Recruiter
in Career Pages

Linked**in**

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

in Career Pages

in Jobs

in Recruiter

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.

LinkedIn

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.

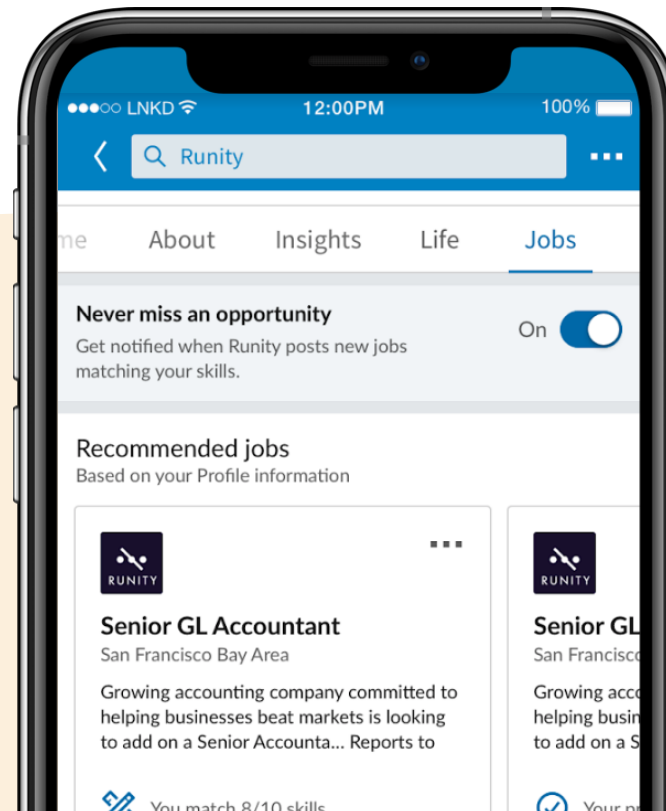# After you build your page, LinkedIn Jobs adds unique value to hiring

1

Your job is recommended to LinkedIn members who may not be actively searching for you
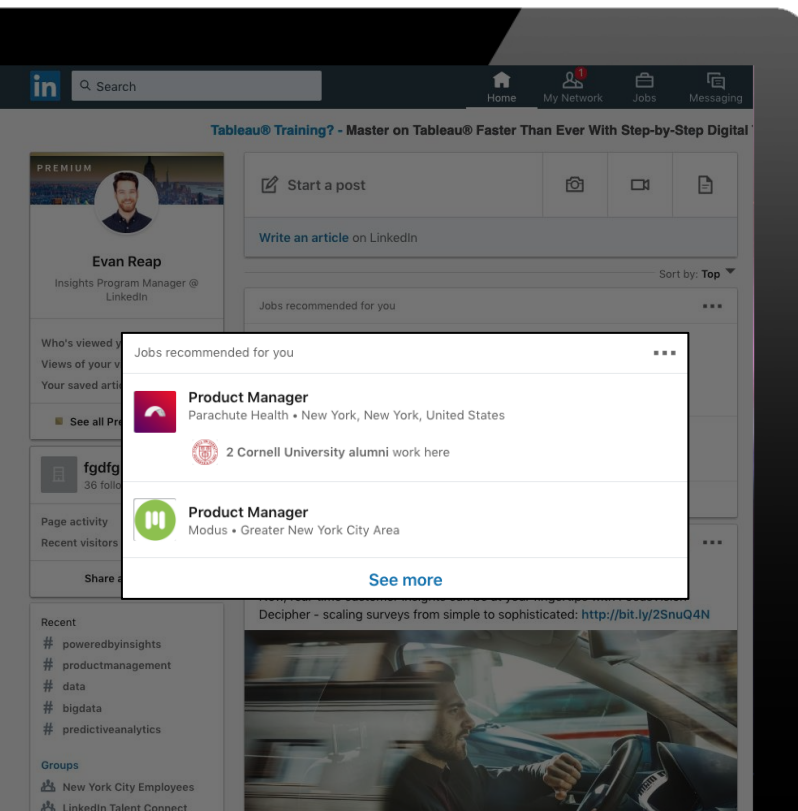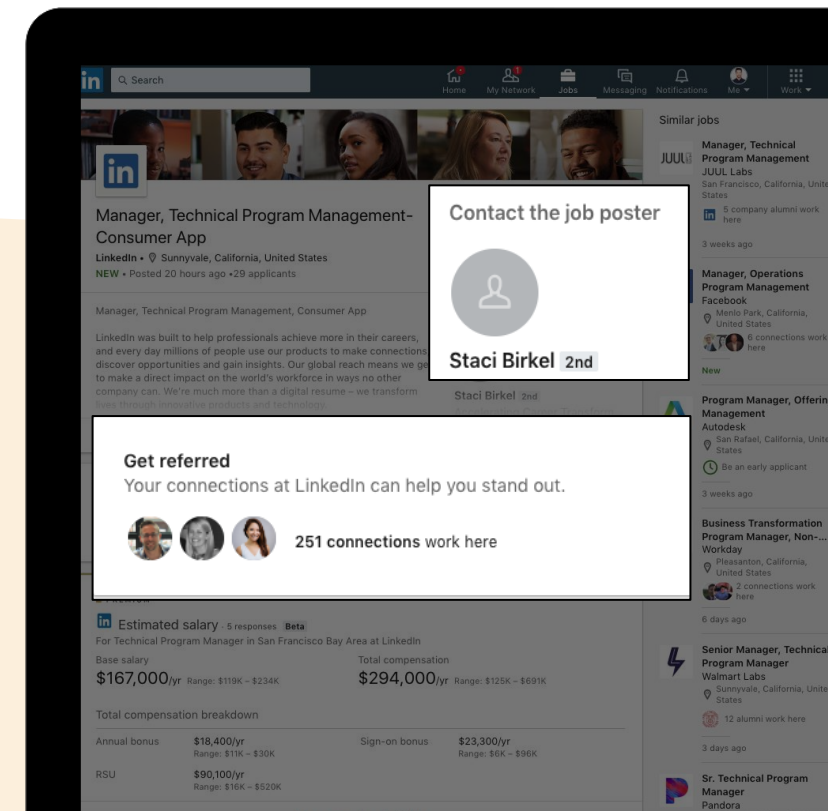
2

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

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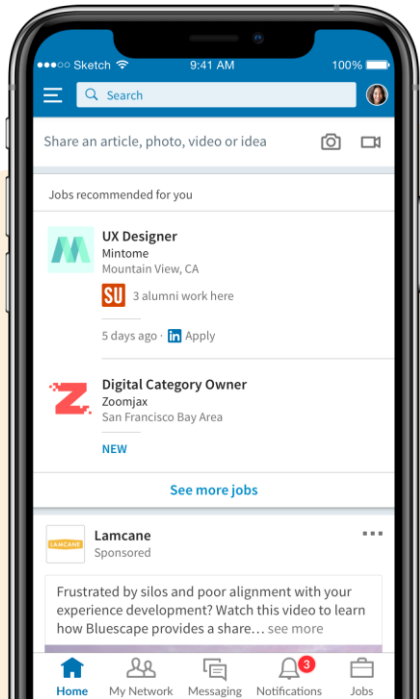
Targeted Job Recommendations

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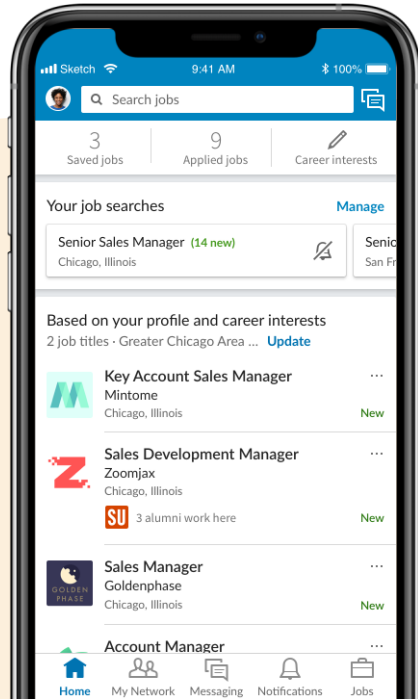
Promotion via Job Search

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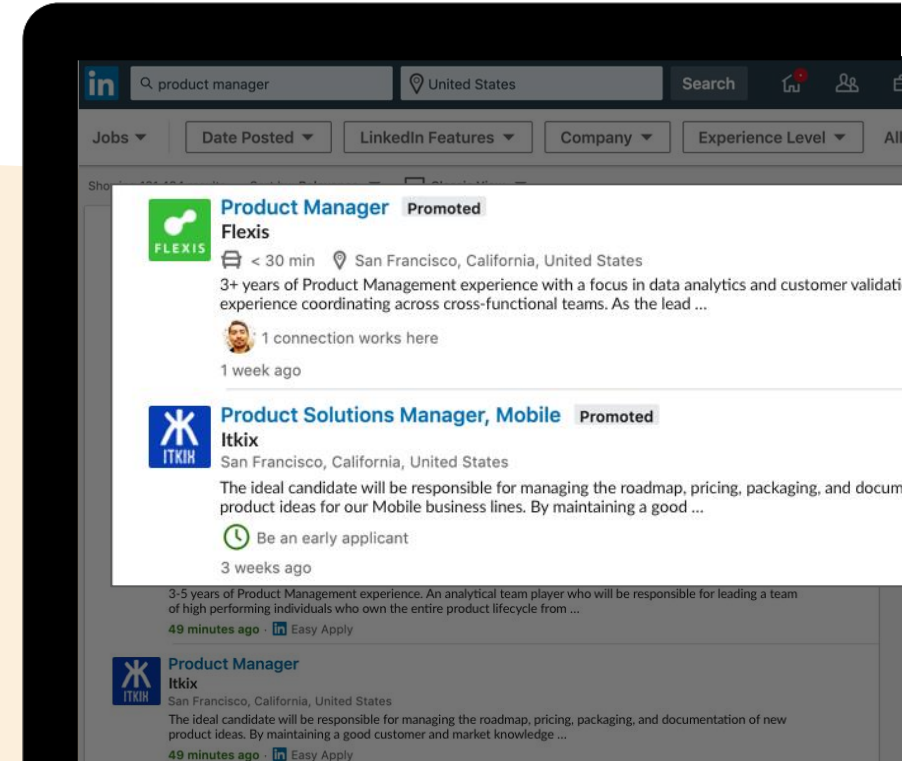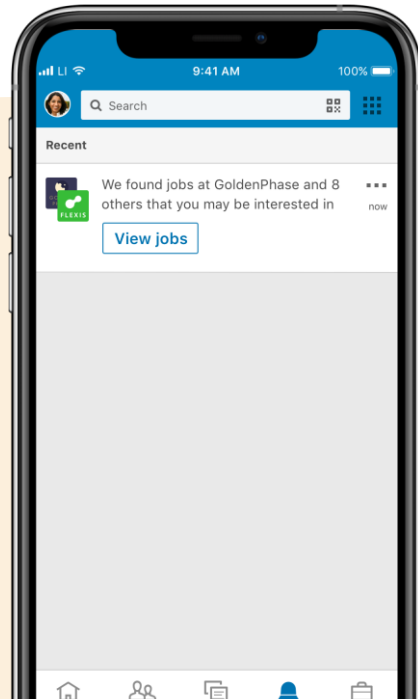
In the LinkedIn Feed

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

LinkedIn

Targeted outreach to your jobseekers

Location
Geographic location specified by the member (or the IP address)

Current or Past Company Name
Current employer listed on member's profile (partially inferred)

Company Industry
The industry of the company at which the member is employed

Company Size
As listed on the Company Page of the member's current employer

Current or Past Job Title
Standardized from member-entered and industry-standard job titles.

Years of Experience
Inferred from member-entered experience

Members Skills
Skills mentioned in members' profile, or inferred skills based on their listed skills

Members Groups
Specific LinkedIn Groups that member within your target audience has joined

Member Gender
Inferred in English from first name of member

Member Age
Inferred from member's last graduation year

Job Function
Inferred from member-entered job title

Member School
Member School

Field of Study
Standardized from member-entered degrees

Degrees
Standardized from member-entered degrees

Recent Grad Year

LinkedIn

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
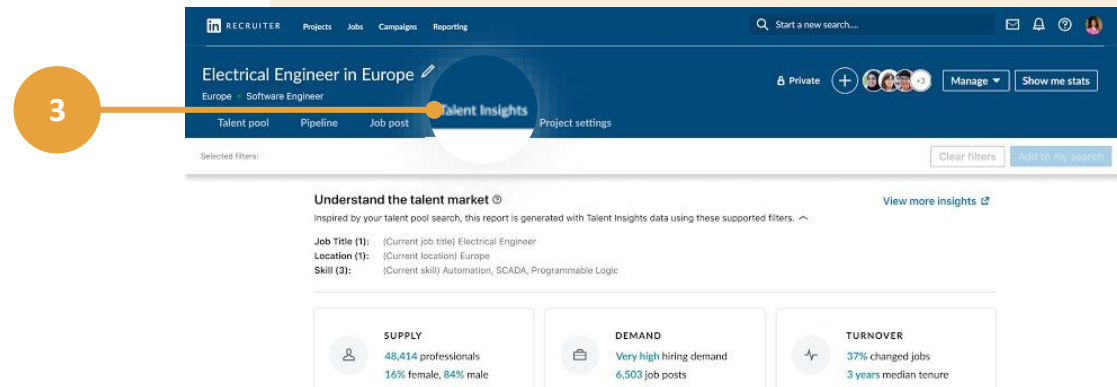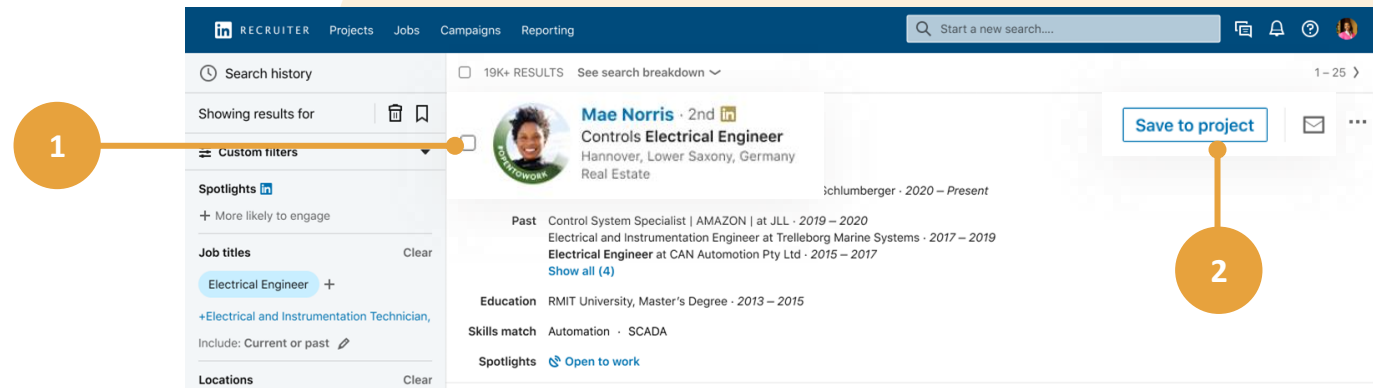
How LinkedIn can help: Plan

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.
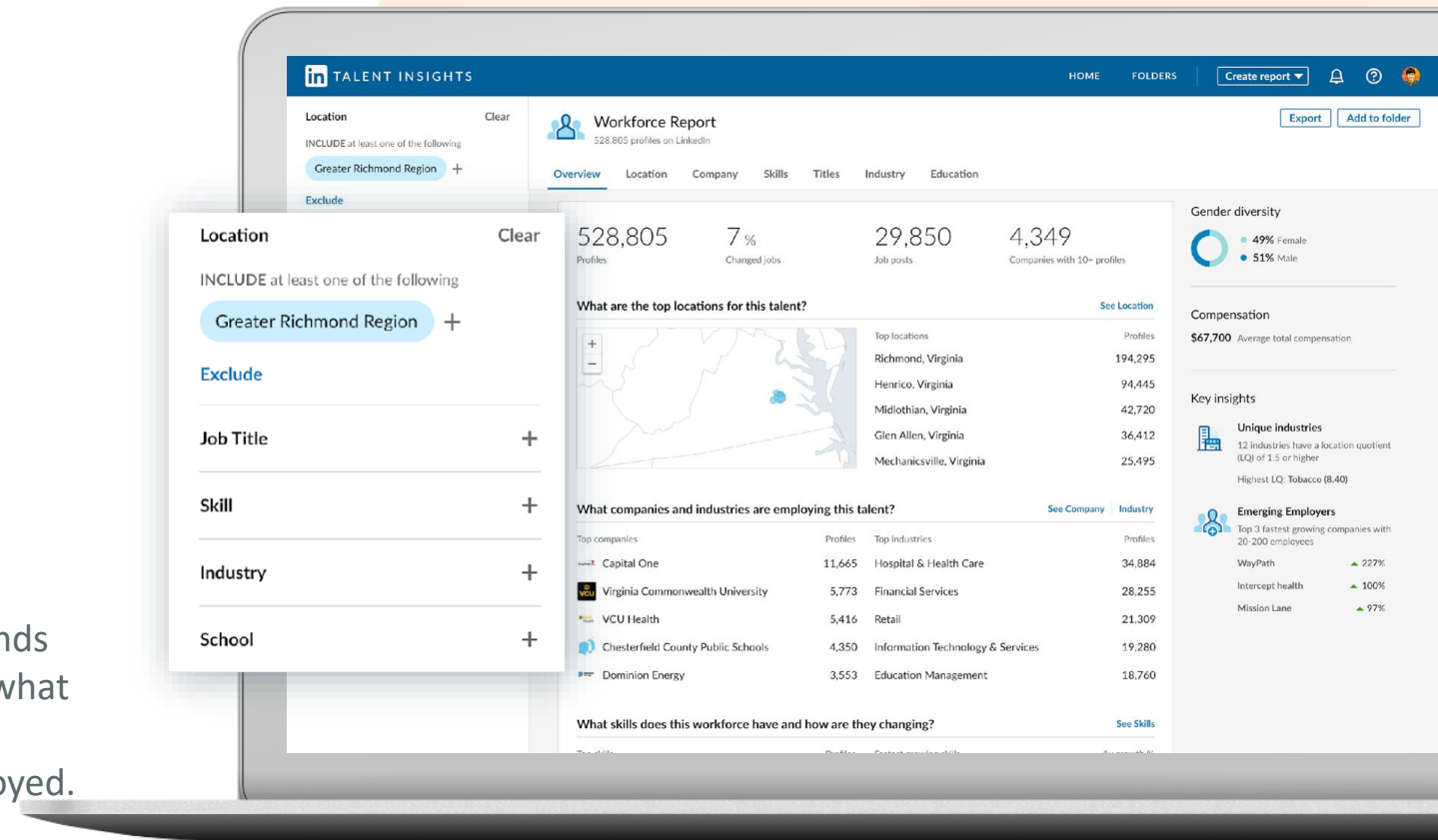
How LinkedIn can help: Plan

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?

LinkedIn

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

Linked in

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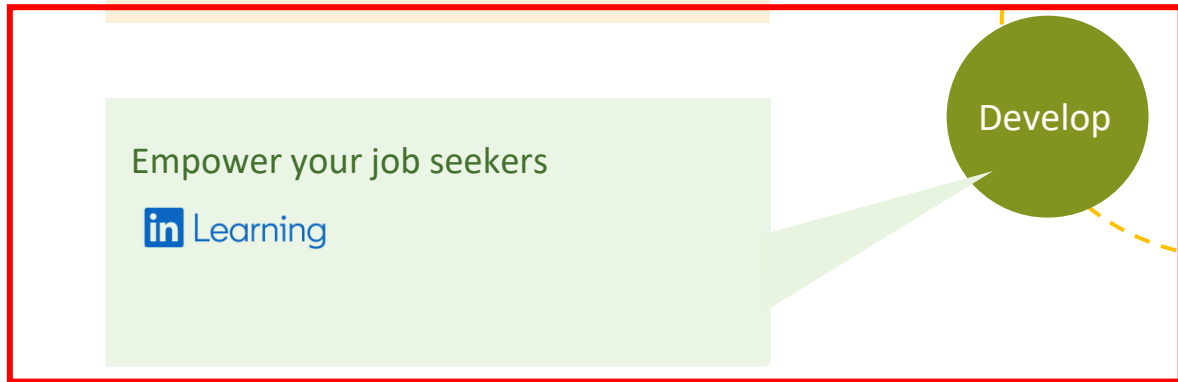
Linked in

What is LinkedIn Learning?

LinkedIn Learning is an online learning platform with:

- 16,500+ 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.

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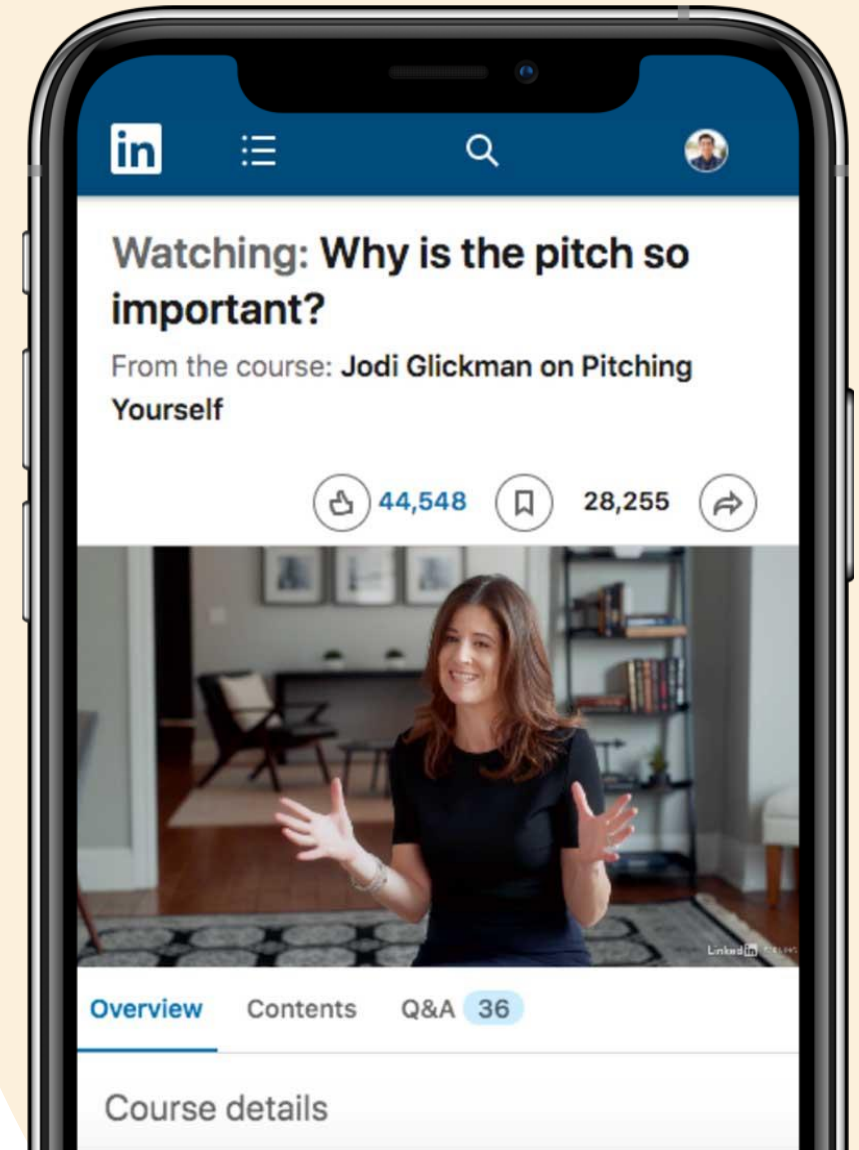
Including prep for industry-recognized certification & continuing education programs.

- 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)
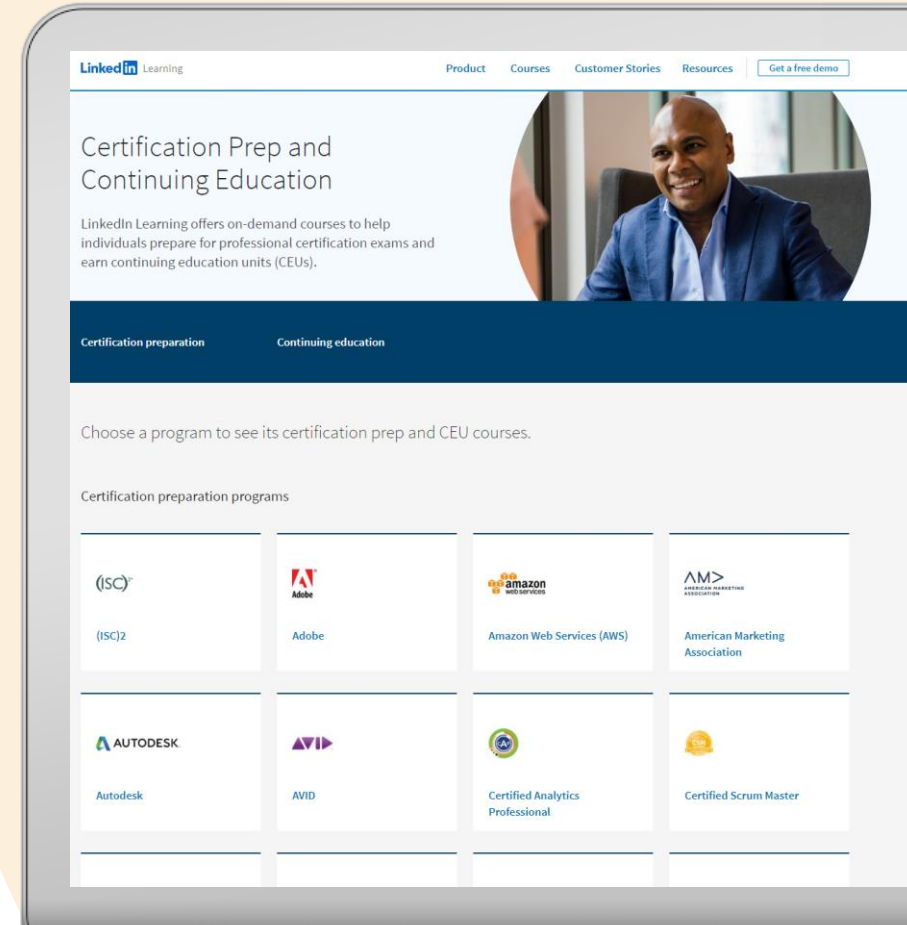
Administrators have access to modern learner analytics and performance data
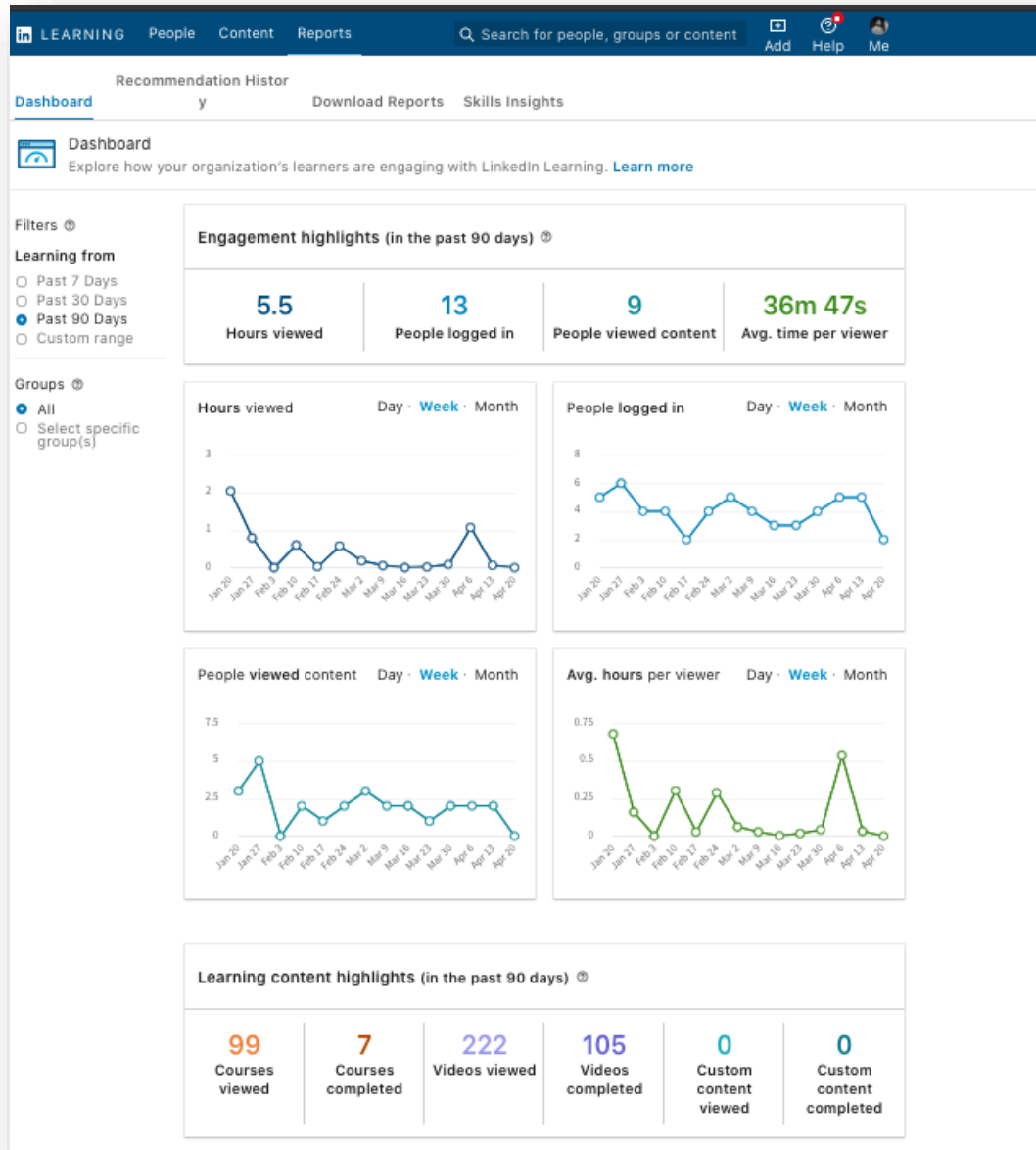
Standard Reporting Features Include

- **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.**

LinkedIn Learning

Linkedin

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