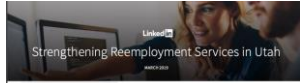


New Partnership; New Opportunity

LinkedIn Talent Solutions



LinkedIn & NASWA: A Strengthening Partnership



Background
Millions of Americans turn to unemployment insurance (UI) each year for temporary assistance finding a job. In addition to job postings, LinkedIn's professional search assistance and career coaching through the digital marketplace can help. The goal of this program is to connect unemployed workers with other support to help them navigate the open job market and enter the workforce.

Since 2016, specific assistance for UI recipients has come from the Reemployment Services and Disability Assistance Program, commonly called NLX. Through NLX, the U.S. Department of Labor's

The LinkedIn Pilot
Research has consistently shown that networks provide a distinct advantage in job search efforts. This pilot program is designed to help UI recipients find a job by leveraging their LinkedIn network. The program will provide UI recipients with access to LinkedIn's professional search assistance and career coaching through the digital marketplace. The goal of this program is to connect unemployed workers with other support to help them navigate the open job market and enter the workforce.

Since 2016, specific assistance for UI recipients has come from the Reemployment Services and Disability Assistance Program, commonly called NLX. Through NLX, the U.S. Department of Labor's

Plus participants who downloaded the LinkedIn App experienced a 14% reduction in exhaustion

RESEA pilot with State of Utah

LinkedIn launches workforce professional training initiative



We just trained our 2,500th career counselor. We're still just getting started.

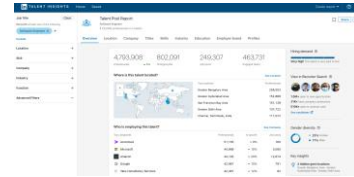
Published on October 25, 2019

Erin Ryan
Senior Sales Partnership | Economic Development | Workforce Development

Millions of people around the world turn to public employment services to help them get back to work. They seek out guidance on how to search for a job, learn about job training programs, and may receive funding to help them pursue further education and training so they can pursue in-demand jobs.

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.



The Goal
LinkedIn's platform is a tool to help state, provincial, and national job banks deliver more value to employers and job seekers.

The Impact
In 2017, LinkedIn agreed to make job listings from the U.S.-Based National Labor Exchange (NLX) available to its network of more than 250 million members in the U.S. Since that time, LinkedIn has sent more than 1.4 million applicants back to the NLX and the employers who only ask it.

Overview
Every state in the U.S. operates a labor exchange for "job banks". State governments operate job banks in order to achieve two interconnected objectives. The first is helping employers, often small and medium-sized businesses, find the talent they need to grow and expand. The second is helping job seekers, most likely those who are registered or unemployed, transition, connect and complete looking for a new job.

With the goal of making government more successful at both objectives, LinkedIn partnered with the National Labor Exchange (NLX), a joint effort of the National Association of State Workforce Agencies and the Employment Association. The NLX collects currently available job postings from the federal job bank (DOL) and state workforce agency job banks.

The LinkedIn/NLX partnership built upon the unique strengths of both LinkedIn and state workforce agencies. LinkedIn operates the world's largest professional network, and develops algorithms and product features that help millions of job seekers find opportunities. LinkedIn's experience also has small and medium-sized businesses more likely to be able to get their jobs in front of the right candidates. The combination makes for a stronger partnership.

Since the beginning of this partnership, more than 1.2 million jobs from the NLX have been distributed through LinkedIn, without any cost. In its first year, the partnership generated more than 1.4 million additional applications to the companies that were job openings on the NLX. An average of 1.2 million jobs were posted to the NLX, of which 1.1 million were received by LinkedIn. The State of Minnesota generated 150 percent increase in traffic from LinkedIn, 80 percent of which came from LinkedIn members who viewed a job on LinkedIn.com and came to the job bank to complete an application.

With more than 575 million members in 200 countries around the world, we're

UI work search pilot with Arizona, Ohio, and Michigan

LinkedIn Career Explorer goes live to support job transitions



The path to a new job isn't always clear. There are jobs that are a great fit for a right mix of skills, and others that are a great fit for a right mix of skills. There are justly the person of a candidate that is not looking, someone potential, career path, and we have made sure to be ready to take. Before we show you what opportunities might be relevant to you, we need to know more about you. We'll be able to help you find the right job for you.



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



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.

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



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

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.

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.

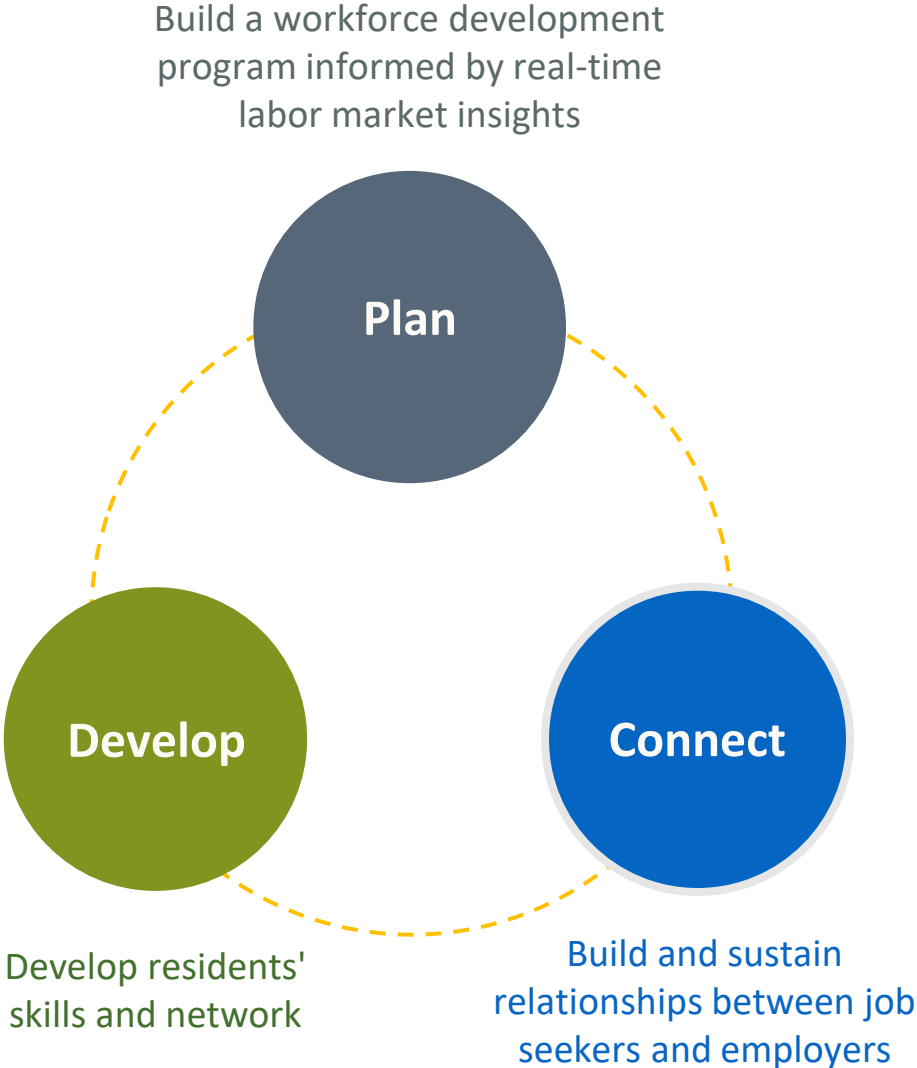
LinkedIn Plan & Connect

- 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.



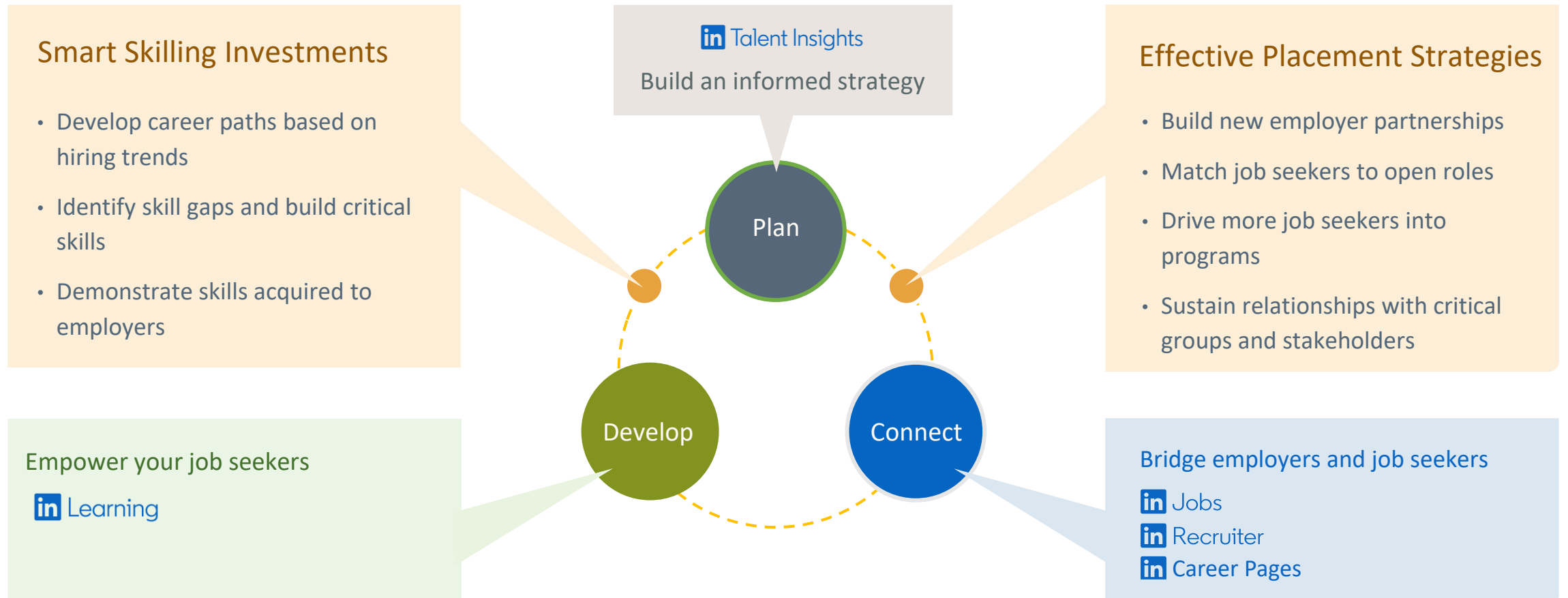
How LinkedIn can help: Plan, Develop, Connect

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



How LinkedIn can help: Plan, Develop, Connect

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



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



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.

How LinkedIn can help: Connect via Career Pages

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.

WorkSource Oregon
Government Administration - State of Oregon · 1,086 followers

We are a network of public and private partners who work together to effectively respond to workforce challenges.

[Visit website](#) [View in Sales Navigator](#) [See all 43 employees on LinkedIn](#)

Business Services

Client testimonials

BMSTechnologies
Information Technology & Services
50 followers
WorkSource helped us save time and money. They bring employees that fit our program. Their connections and relationships with community partners help local businesses like ours.
Sam Di Spaltro

Providence Health & Services
Hospital & Health Care
92,463 followers
Our team reached out to the team at WorkSource Oregon to assist us in creating hiring events to generate a more robust candidate pool. It can be challenging to get the right candidate that will serve our mission and provide that patient care that we're looking for. We collaborated and we had these phenomenal events which had a great turn out.
Jennifer Edeline

Candidate testimonials

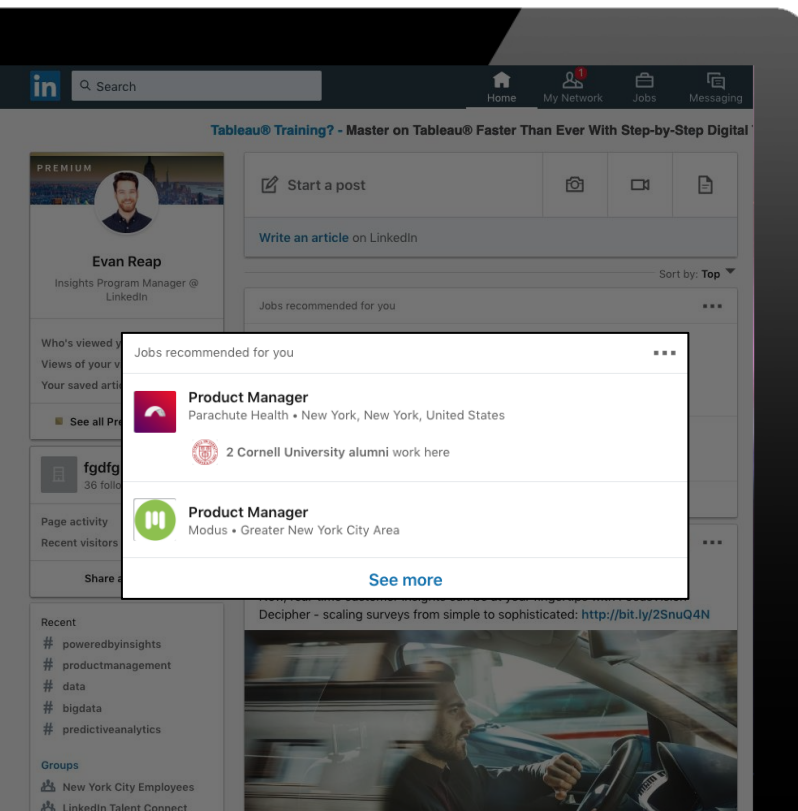
Celina Capistrano · 3rd
Associate Study Coordinator at Auckland Clinical Studies
After completing a Masters Degree in Clinical Immunology, it was difficult to land a role specific to my degree. WorkSource Oregon directed me to an opportunity in a start-up diagnostic laboratory. I was able to build my career and learn new skills, train other laboratory staff, and make great connections with people I am still in touch with even years later. The role gave me an extra advantage when it came to applying for jobs when I moved overseas and landed my dream role. Thanks WorkSource!

How LinkedIn can help: **Connect via Jobs**

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

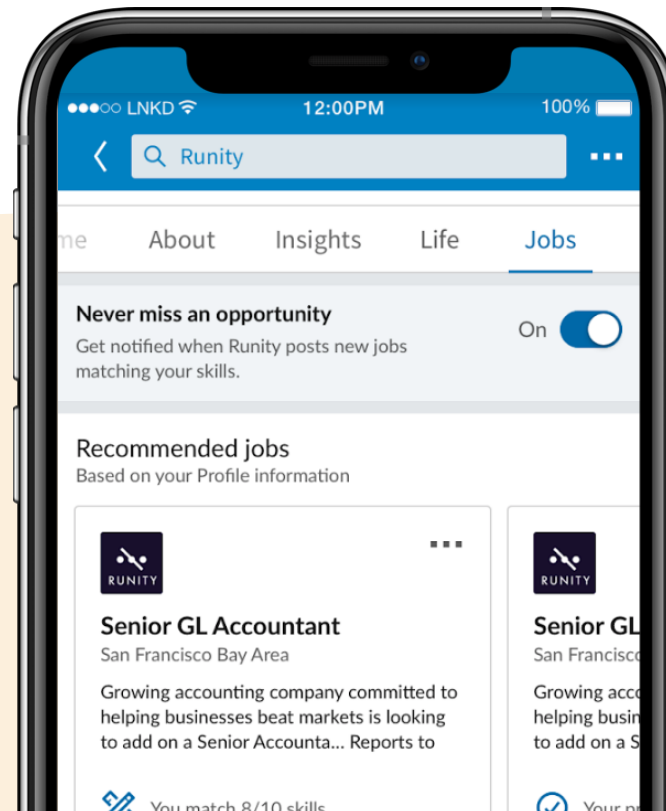
1

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



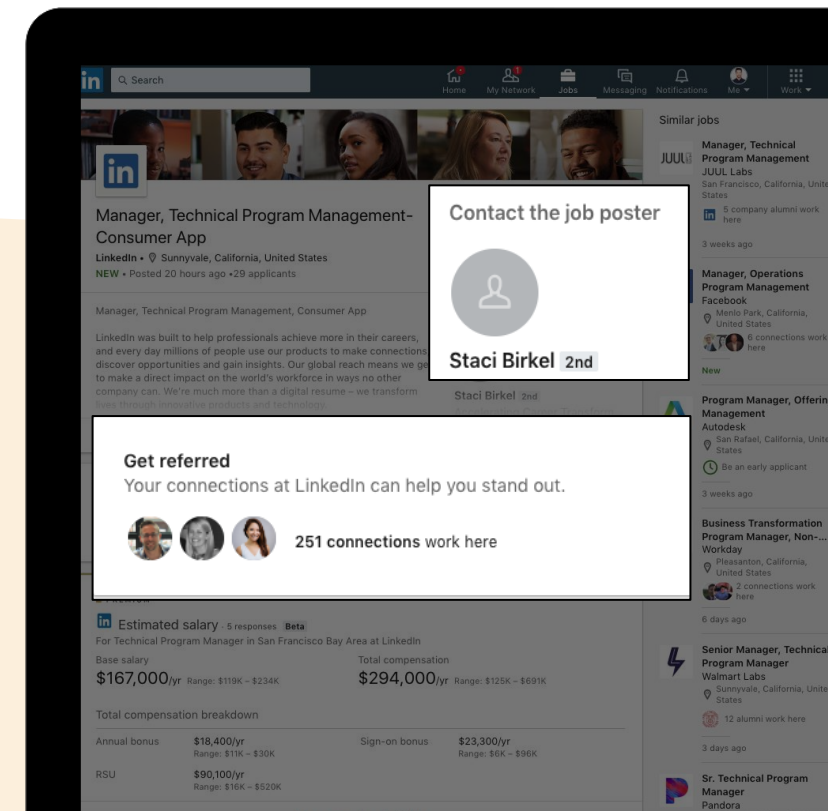
2

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



How LinkedIn can help: [Connect via Jobs](#)

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

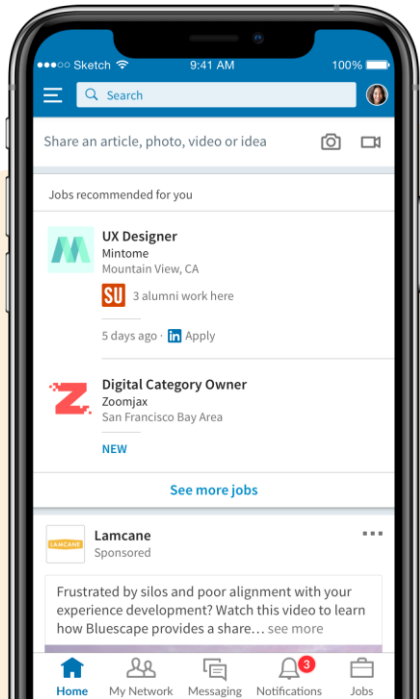
Targeted Job Recommendations

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

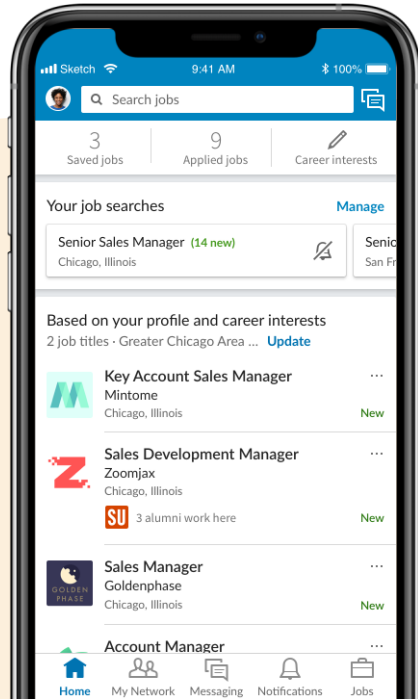
Promotion via Job Search

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

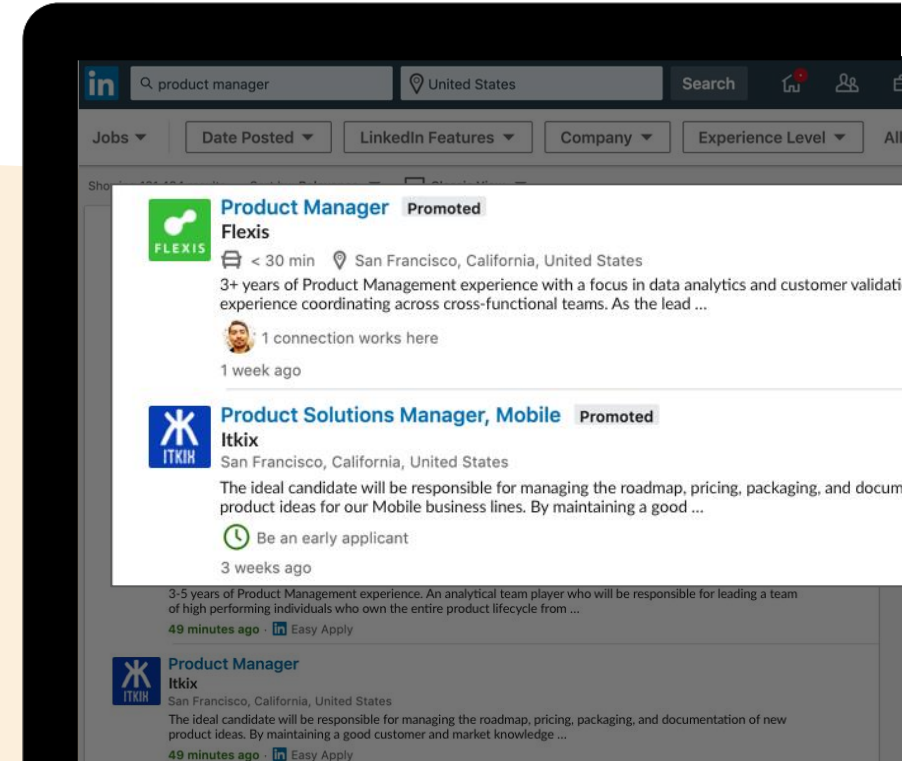
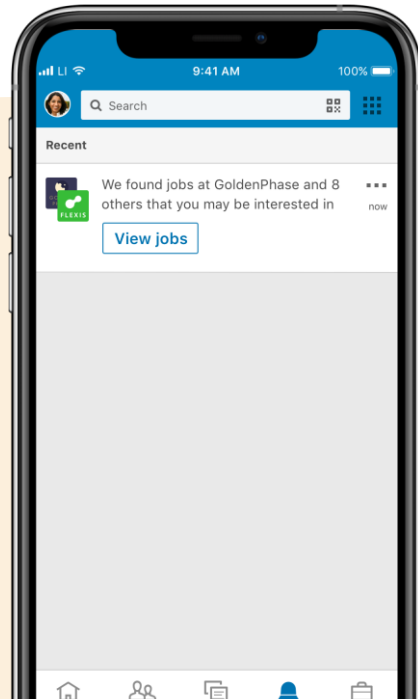
In the LinkedIn Feed



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

The screenshot displays the LinkedIn Recruiter interface. At the top, there's a navigation bar with 'RECRUITER' and options like 'PROJECTS', 'CLIPBOARD' (with a red notification badge '26'), 'JOBS', 'REPORTS', and 'MORE'. A search bar contains the text 'Start a new search'. Below the navigation bar, a summary section shows: '5 total candidates', '3 are more likely to respond', '3 open to new opportunities', and '1 engaged with your Talent Brand'. The main content area is divided into two columns. The left column contains search filters: 'Showing results for' (with trash and bookmark icons), 'Custom filters', 'Job titles' (Current or Past) with 'Sales Engineer' selected, '+ Consultant, + Manager, + Director', 'Locations' (Current) with 'Greater Chicago Area' selected, '+ Greater New York City Area (10)', 'Skills' with 'Microsoft Excel' selected, '+ Microsoft Office (5), + Management (3)', 'Companies' (Current or Past) with 'Deloitte', 'PwC', 'KPMG', 'Accenture', 'McKinsey & Company' selected, '+ EY, + The Boston Consulting Group (BCG)', 'Year of Graduation' with '1978 - 2007' selected, and 'Schools' with '+ Schools attended'. The right column displays two candidate profiles. The first is Gregory Hardin, a 3rd-degree Ronin Salesforce Architect/Developer in the Greater Chicago Area, currently at Freelance (Aug 2017 - Present) and previously at Apps Associates (2016 - 2017) and Accenture (2016 - 2016). The second is Melanie Angers CSM, MBA - Chicago Booth, a 2nd-degree Consultant | Financial Business Analyst | Project Manager | Risk | Analytics | SQL in the Greater Chicago Area, currently at Compass Pro Bono (Feb 2017 - Present) and previously at University of Chicago Booth School of Business (2014 - Present), RJSJ Group (2014 - 2014), and PRMIA (2008 - 2014).

Targeted outreach to your jobseekers

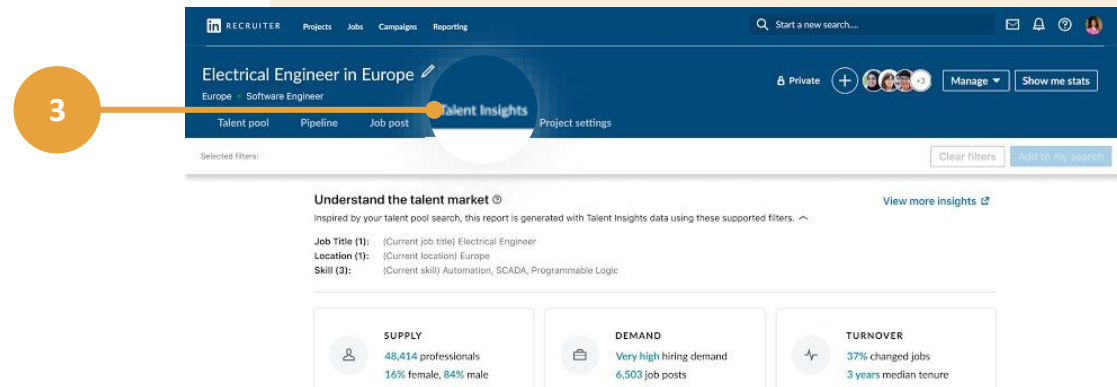
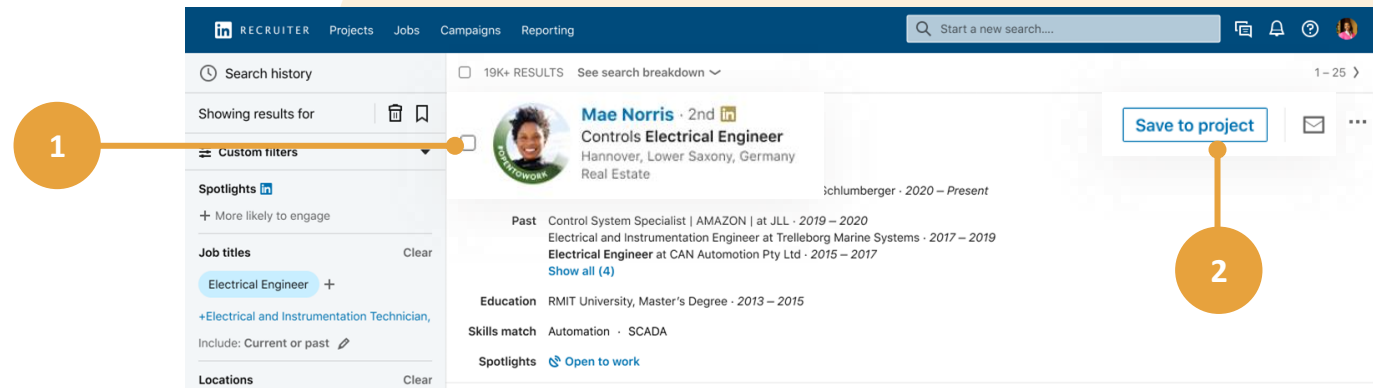
-  **Location**
Geographic location specified by the member (or the IP address)
-  **Years of Experience**
Inferred from member-entered experience
-  **Job Function**
Inferred from member-entered job title
-  **Current or Past Company Name**
Current employer listed on member's profile (partially inferred)
-  **Members Skills**
Skills mentioned in members' profile, or inferred skills based on their listed skills
-  **Member School**
Member School
-  **Company Industry**
The industry of the company at which the member is employed
-  **Members Groups**
Specific LinkedIn Groups that member within your target audience has joined
-  **Field of Study**
Standardized from member-entered degrees
-  **Company Size**
As listed on the Company Page of the member's current employer
-  **Member Gender**
Inferred in English from first name of member
-  **Degrees**
Standardized from member-entered degrees
-  **Current or Past Job Title**
Standardized from member-entered and industry-standard job titles.
-  **Member Age**
Inferred from member's last graduation year
-  **Recent Grad Year**

How LinkedIn can help: Connect via Recruiter

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

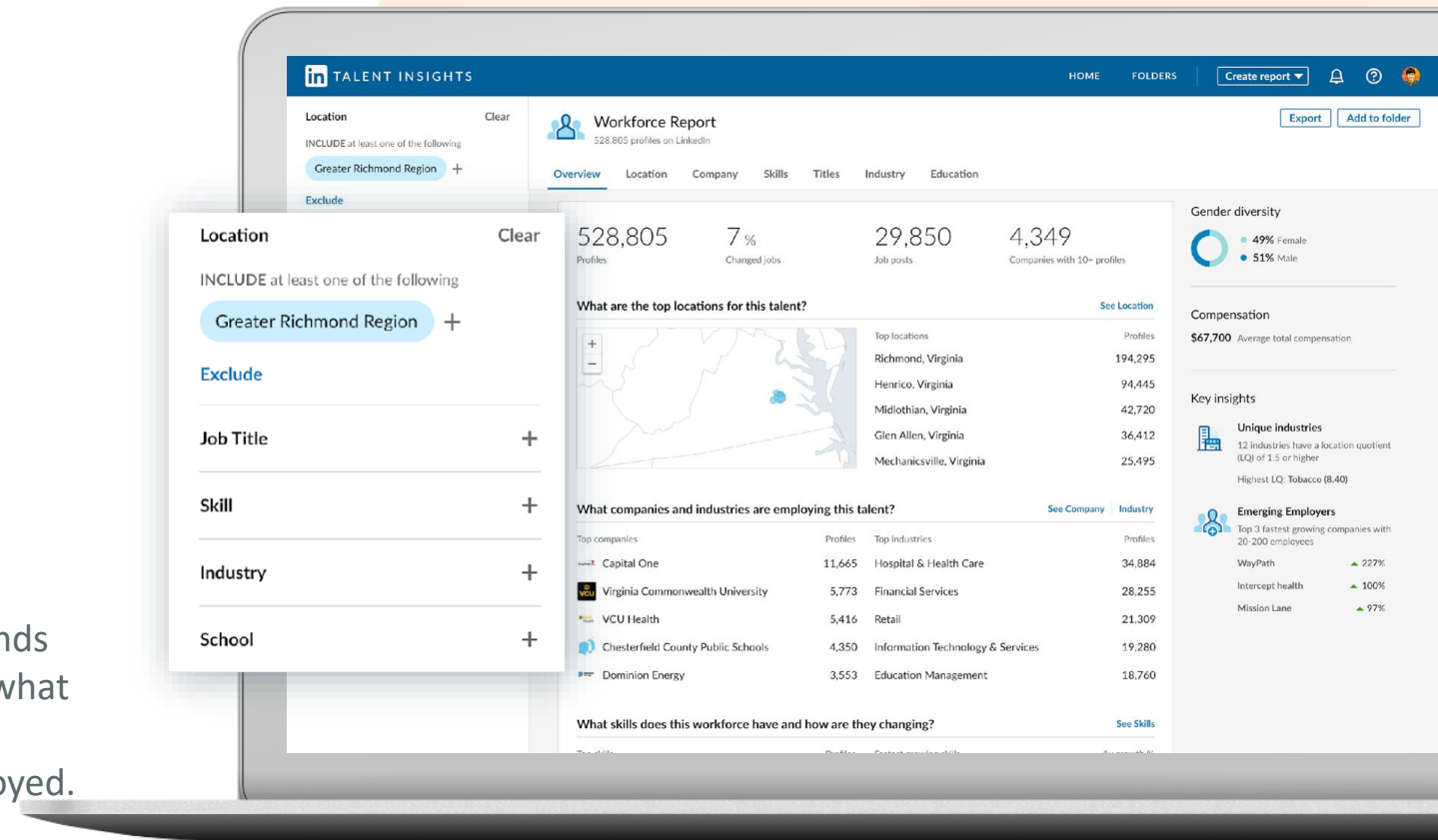


How LinkedIn can help: Plan

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?

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

LinkedIn

 Talent Insights

Build an informed strategy

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

-  Jobs
-  Recruiter
-  Career Pages

Plan

Smart Skilling Investments

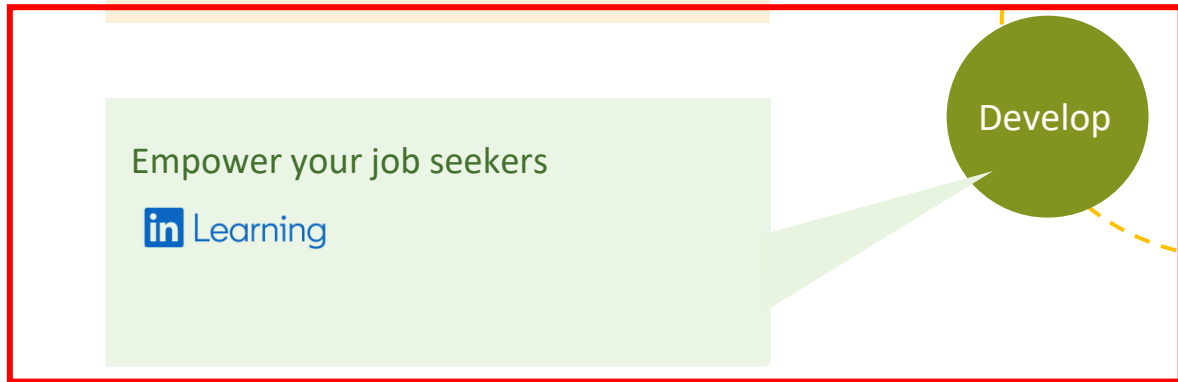
- Develop career paths based on hiring trends
- Identify skill gaps and build critical skills
- Demonstrate skills acquired to employers

Develop

Empower your job seekers

 Learning

Connect

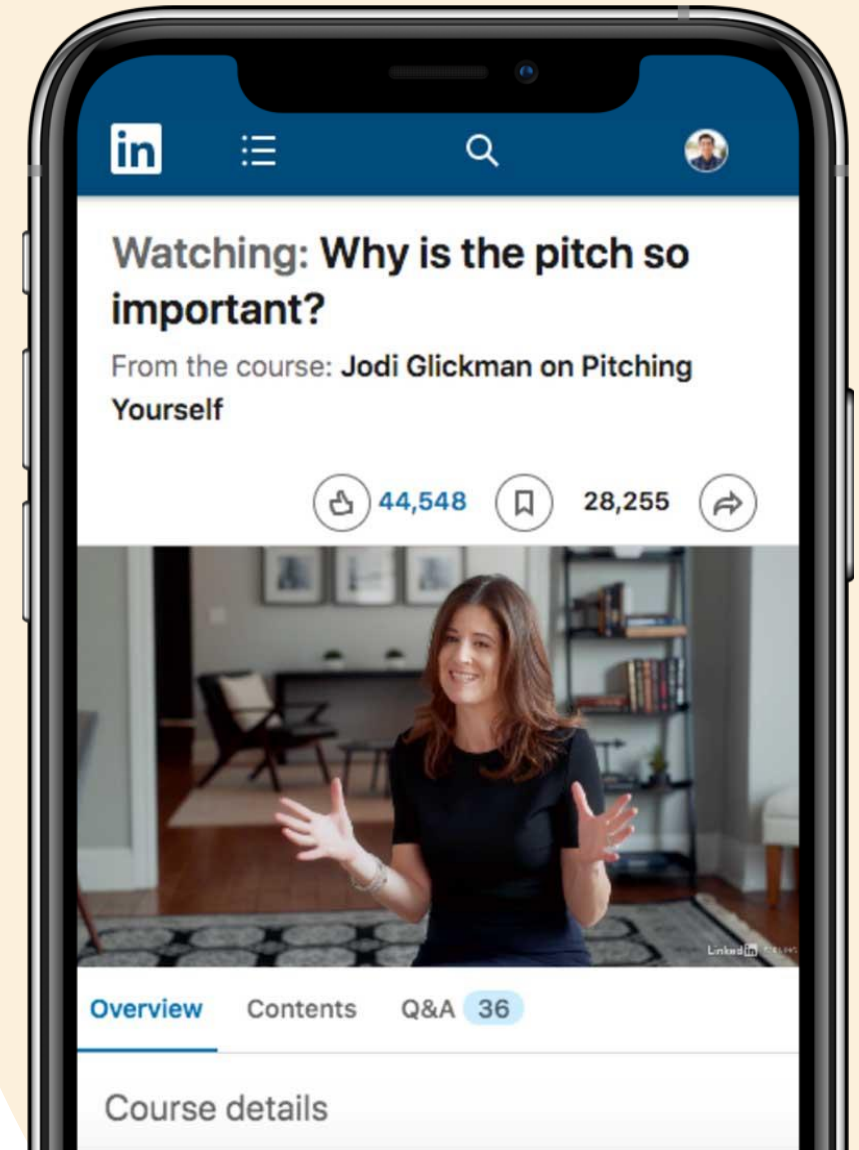




What is LinkedIn Learning?

LinkedIn Learning is an online learning platform with:

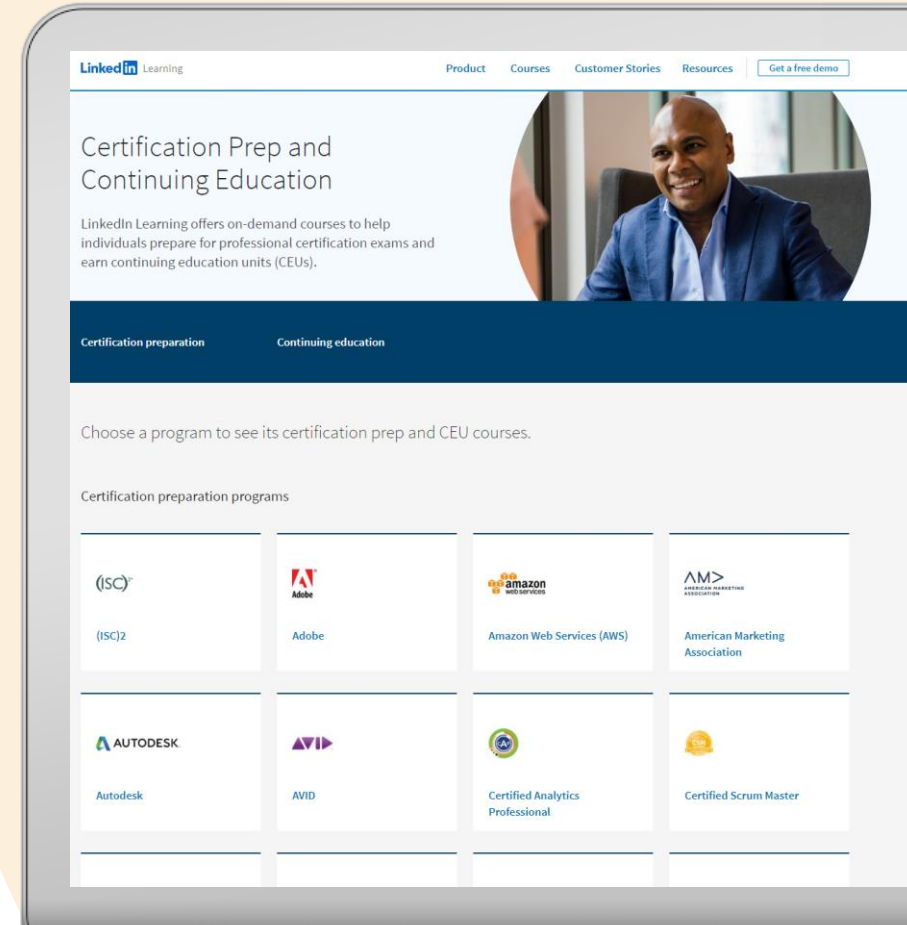
- 16,500+ professionally made courses in 7 languages, with 50+ added each week.
- Enterprise grade administration and management incl.:
 - LMI-informed and locally customized learning pathways to in-demand jobs
 - Realtime data on skills outcomes and progress and full SSO, LMS, LXP integrations
 - Microcredentials 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.



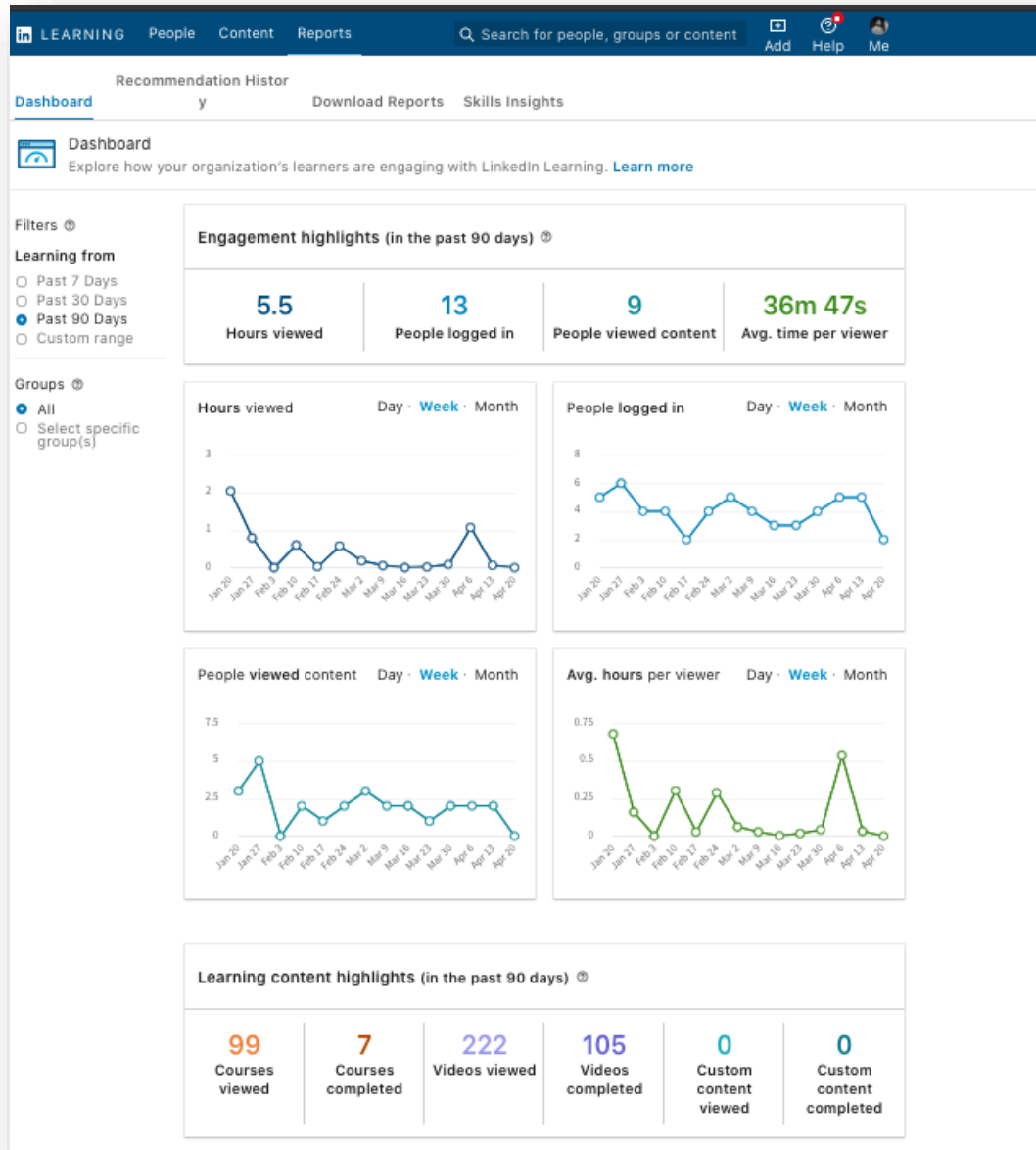


Including prep for industry-recognized certification & continuing education programs.

- 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.



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