



Digital Engagement Redefined:

Innovations in the Workforce Development Landscape

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ABOUT US



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- Community Research & Evaluation
- Designing Training & Service Delivery Programs
- Manages data team system analytics & labour Market Information



Laura Buccioni – Project Manager

- Service Delivery
- Community Research
- Manages Technology Implementation for Community Partners

Why: Adopt Digital Technologies



Changing needs of clients

- Expect to use tools that are used elsewhere in our society (accessibility)
- Require digital skills for work and in society
Productivity
- Improve organizational efficiencies & reduce time on unproductive tasks

Outcomes

- Improve the outcomes of services

Why: Adopt Digital Technologies

“Human Services” – Determine how & where humans can most effectively support clients, and where technology can be used to support these activities.

Constraints: Technology & Service Delivery



- Limited IT team/capacity
 - No team
 - Relying on short-term, limited expertise (i.e. young interns)
- Lack of tools designed for service delivery use cases
 - Lots designed for the private sector, but not so many public/NFP
 - Complex use cases and configuration
 - Often require multiple tools, fragmenting digital infrastructure

Constraints: Technology & Service Delivery

- Funder requirements
 - Mandated tools & systems
 - Rigorous data requirements
- Limited, short-term resources
 - Grant and strapped funding over short periods of time
 - Difficult to plan well in advance
 - Limited to programmatic scopes
- COVID-19 pandemic - shift to digital

Context: **Types of Technology**

Organizational/Operational Tools

- Finance, Office software (Microsoft Suite, etc.), file-sharing, HR systems, etc.

Programmatic Operational Tools

- CRM, Notes system, Data visualization/BI tool, LMI tools, etc.
- Government-mandated or professionally-regulated

Service Delivery Tools (client-facing)

- Website, social media, learning management systems, assessment tools, career pathing tools, booking systems, event registration, surveys, etc.

Some overlap of the above in the tools

Ongoing Upkeep: Types of Technology



- Sometimes major renos, small projects, new appliances and ongoing maintenance
- Now part of service delivery & ongoing operations
- Balancing the immediate needs & long term strategy for organization (Staff & Clients)

Considerations

What works for your existing business processes and workflows

- Understanding your operations and workflows
- Understanding where tech fits, and how it will work for your organization
- Deciding between programmatic requirements and long-term utility

What works for your clients

- What are their needs, how are they changing?
- How to build their digital skills



Considerations

Make investments (as best you can)

- Using a standard product that can be updated/maintained frequently might mean investing a bit more upfront
- Consultants can help you work through your requirements and configurations that fill the gap between the way tools are designed and your specific use cases
- NFP discounts (i.e. TechSoup Canada)