



*Technology as Strategy for Public and Private
Workforce Development Partnerships:*

*How government is using technology to foster
effective public and private initiatives.*

John O'Phelan, Ramsey County Workforce Solutions
Chris Hanson, co-founder & CEO of thedatabank, gbc.

August 23, 2016

Agenda

- Introductions
- Technology as Strategy
- Technology and Public – Private Partnerships
- Ramsey County Workforce Solutions
- Questions

Introductions

- Chris Hanson, Co-founder & CEO
thedatabank, gbc
- John O'Phelan, Ramsey County
Workforce Solutions

Technology as Strategy

- Old View - Technology as an expense line item. What does it cost and what does it do?
- Technology as Strategy - Technology is an organizational resource like people and capital
- Technology can help your organization differentiate and achieve your goals if used strategically

Technology as Strategy

- Looks at technology from the perspective of you organizational strategy & goals
- What can technology do to help you achieve those goals?
- What's the value to you and your organization in achieving those goals?

Technology as Strategy

- What kind of return (financial, social, emotional) are you looking for in your technology investment?
- How will you know that your technology investment has been successful?
- *Technology as Strategy Guide*

Public – Private Partnerships

- Government – Nonprofit – For Profit
- Working together for a collective purpose but with unique needs and challenges
- How can technology address those unique needs and challenges and create collective success?

Ramsey County Workforce Solutions

- Mission - To strengthen the economic success of our community through personalized and effective workforce development.
- Challenge – Connecting skilled workers with the right employer

Ramsey County Workforce Solutions

- The Collective Opportunity – The Light Rail Transit construction project
- The Collective Challenge – Compliance for hiring of women, veterans, and minority workers

Unique Needs and Challenges

- Ramsey County Workforce Solutions needed an easy and effective way to connect qualified women, veteran and minority workers with the contractors looking to hire them.

Unique Needs and Challenges

- Contractors needed an easy and effective way to find and hire qualified women, veteran and minority workers to be in compliance with their contract requirements.

Unique Needs and Challenges

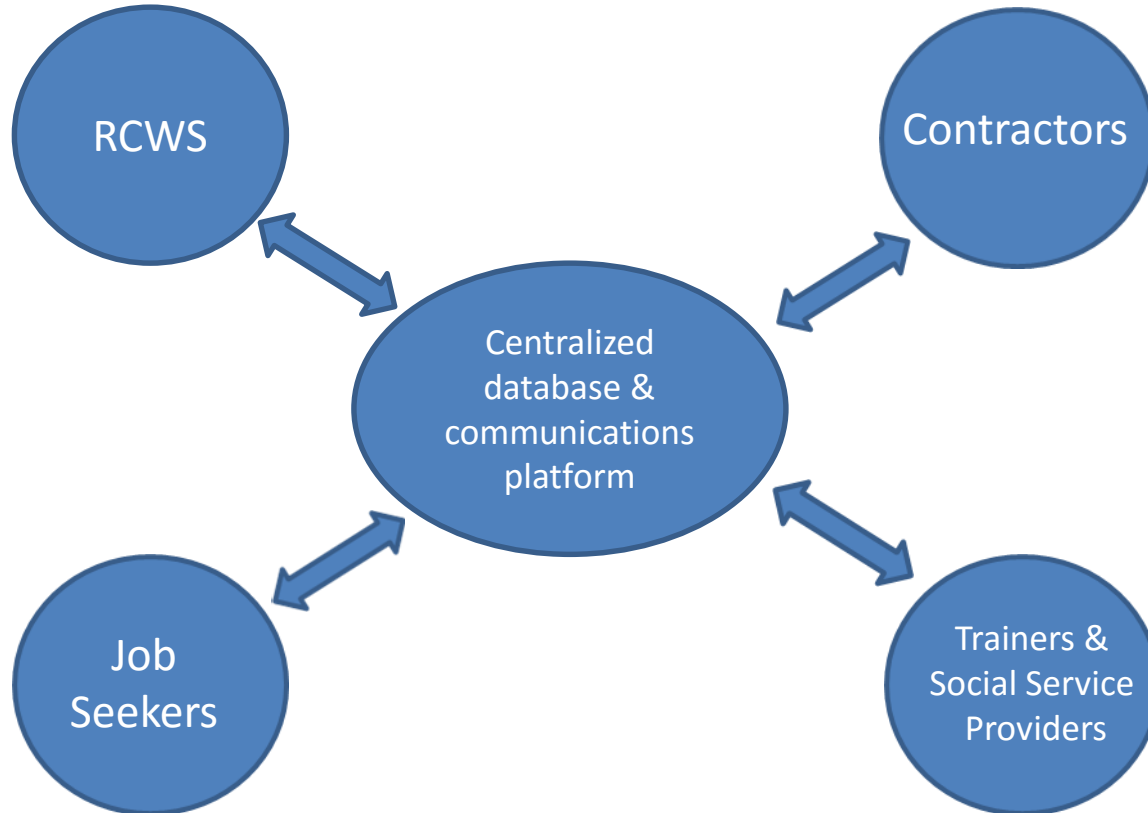
- Qualified women, veteran and minority workers needed access to contractors looking to hire them.

Unique Needs and Challenges

- **Challenges:**
 - Current compliance practices were time consuming and not reliable
 - Contractor adoption of technology is low when not mandated
 - Qualified workers were not finding work suited to their qualifications

Technology as Strategy Solution

- thedatabank and RCWS formed a strategic partnership to build and market a web application, Construction Hiring Connection (CHC), to address the collective purpose and the unique needs and challenges





CONSTRUCTION
Hiring Connection

 Search

English -

Connecting Construction Professionals, Job Seekers, Contractors, Schools and Unions

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About Construction Hiring Connection



Construction Hiring Connection Services Includes

- **To exchange job information** with employers, workforce and social service professionals, and job seekers; and
- **as a tool for employers** to help them meet diversity hiring goals and to take part in active community out reach through the website, monthly workforce meetings, and community events.

A service provided by Ramsey County Workforce Solutions. 651.779.5652

Construction Hiring Connection

- Provides a way for qualified workers to present themselves to a large pool of prospective employers
- Provides a way for contractors to find qualified workers and stay in compliance with hiring goals

Construction Hiring Connection

- Provides Ramsey County Workforce Solutions a way to easily and efficiently manage connections and communications between contractors and qualified workers
- Provides a way for all stakeholders to see and manage their contribution to the collective purpose

Construction Hiring Connection Results

- Over 15,000 connections between qualified workers and contractors during the recession
- Significant reduction in time spent by RCWS to administer the program
- Increased revenue for RCWS
- Significant reduction in time spent by contractors in finding qualified workers and managing hiring compliance
- Increased job opportunity and income for qualified women, veteran and minority workers

Construction Hiring Connection Results

- Hennepin County is signing on to begin using CHC
- The City of St. Paul is looking at coming onboard
- The number of contractors subscribing to CHC continues to grow
- Expanding the opportunity beyond the construction sector
- Other workforce development partners are coming onboard
- Incorporating hiring and income data for 360° analysis of social and economic impact

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