

THE HONEYCOMB

SERVICE EXCELLENCE AWARDS



TEAMWORK



INNOVATION
& INITIATIVE

Creating a Buzz About Those Doing Their Best

Fall 2011

TEAMWORK

This multi-contractor team provides practical advice to job seekers via the internet, through BlogForce, the Workforce Solutions blog.

- ✓ Because the team represents different functions across the system, the blog exposes customers to both sides of the job search process -- the candidate and employer perspectives.
- ✓ Staff “auditioned” for their place on the team and do not receive additional compensation for their work on the blog.
- ✓ The team works together to ensure that weekly articles are relevant to our current customer needs.



Front, left to right - Claudia Magallan (Houston Works) and Cheryl Sandifer (Interfaith)
Back, left to right - Danny Zendejas (ETC), Angela Bergalia (H-GAC), Jenny Johnson (Interfaith), and Cally Graves (H-GAC). Missing from the picture is Lisa Bogany (ETC).

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INNOVATION & INITIATIVE

What started as a tactic to attract skeptical employers became a platform where they now compete to attract the attention of our customers for well-paying jobs.



Front Left to Right: Veronica Reyes, Len Brooks, Wendy Ramos, Angela Carrizales, Gerald Rodriguez

Back Left to Right: Heather Garcia, James Patterson III, David Bethea, Patricia Nunez

[Members of the ATC Team include staff from ETC and ResCare]

The staff at the Aerospace Transition Center (ATC) leveraged the free resources on LinkedIn to create a special portal for aerospace workers where customers could access Workforce Solutions services without driving more traffic into the Career Offices.

Staff members do more than just post open jobs on LinkedIn. They initiate online conversations that connect employers and job candidates. And, by participating in those conversations, job seekers are able to demonstrate their knowledge and employers are able to gauge a candidate's expertise. By continually initiating fresh content, the ATC staff draws attention to our customers from interested employers across the region, across the country and across the world.

This initiative and innovative approach to social media tools has allowed the ATC staff to help employers fill jobs and helped our region retain well-educated workers.

Key performance results:

- ✓ Improved customer service by developing an online access point where employers can become acquainted with job seekers. –more–

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- ✓ Expanded market share by serving Johnson Space Center contractors that previously did not use Workforce Solutions services.
- ✓ Improved system's ability to help high-income customers return to work quickly and maintain earnings.
- ✓ Served the Board's vision to allow employers access to our system and use its services without leaving their place of business.