



ACAAA Board of Directors Meeting
February 19, 2025

About **LAUNCH**



Data

is aggregated and analyzed to connect...



Jobseekers

to jobs, career paths, trainings and...



Employers

who provide meaningful opportunities that fuel...



Change

and long-term economic and workforce development.



Guiding Principles



Simplicity

A social media-like, easy-to-use interface



Skills

Establishing an infrastructure for skills data



Arkansas

Built in Arkansas and tailored to the state's unique needs



Engagement

Framed for continuous use, even past employment

How does LAUNCH prepare Arkansas for the workforce of tomorrow?

Charting Personalized Career Pathways

LAUNCH uses comprehensive data analyses, such as wage histories and industry demands, to identify and recommend career opportunities that enhance earnings and job satisfaction.

Utilizing AI and ML for Advanced Skill Matching

The platform assesses skills from job seekers' resumes and detailed job descriptions to accurately match candidates with job openings that suit their unique skill sets, facilitating successful career transitions.

Offering Training and Development Opportunities

LAUNCH directs job seekers to relevant training and educational programs, equipping them with the skills necessary to meet the demands of current and future job markets.



How does LAUNCH prepare Arkansas for the workforce of tomorrow?

Utilizing Real-Time Labor Insights

LAUNCH uses comprehensive data analyses, such as wage histories and industry demands, to identify and recommend career opportunities that enhance earnings and job satisfaction.

Alleviating Employer Challenges

The platform assesses skills from job seekers' resumes and detailed job descriptions to accurately match candidates with job openings that suit their unique skill sets, facilitating successful career transitions.

Fueling Long-Term Economic and Social Impact

LAUNCH directs job seekers to relevant training and educational programs, equipping them with the skills necessary to meet the demands of current and future job markets.



LAUNCH for Jobseekers

LAUNCH for Jobseekers acts as a hub for Arkansas' jobseekers and learners, providing them with co-located resources on **training, career, and job opportunities**. It uses casual machine learning to create personalized career recommendations for jobseekers by using state administrative data to understand which career switches have worked and which have not.



User Journey



Single, Single
Sign-On



Onboard Skills
and Experiences



Upload Verified
Credentials



Review
Recommended
Career Paths,
Trainings, and Jobs




Connect with
Employers and
Training
Opportunities



Continuous,
Long-Term Use

Login.gov Sign-On

Users access LAUNCH for Jobseekers securely via Login.gov, ensuring that entry is protected and personal data is guarded, which simplifies using multiple services with a single set of credentials.



Arkansas LAUNCH is using Login.gov to allow you to sign in to your account safely and securely.

[Sign in](#) [Create an account](#)

Sign in for existing users

Email address

Password

☐ Show password

[Sign in](#)

[Sign in with your government employee ID](#)

Account Onboarding and Skills Profile Creation

During onboarding, users provide personal details and job preferences and upload resumes. The platform uses this information to auto-populate a skills profile, aligning users with job opportunities that match their skills and interests, streamlining the job search process.




The screenshot shows the AUNCH For Jobseekers onboarding interface in Spanish. The header is green with the AUNCH logo and 'Español' on the right. The main content area is white and titled 'Step 2 out of 5 on the way to personalized job recommendations'. Below the title is a progress bar with the first segment highlighted in blue. The form contains the following sections:

- Add one experience to get started (you can add more detail later).**
- Share an experience that aligns with your career goals***
 - Select a type of experience (dropdown menu)
- Share more detail about this experience***
 - Text input field
- Select a field that best matches your experience***
 - Select a field (dropdown menu)
- Duration***
 - Start Date (calendar icon)
 - End Date (calendar icon)
- Provider or Employer***
 - Provider or Employer (text input field)

At the bottom right, there are 'Back' and 'Next' buttons.

Career Exploration

The platform offers career path suggestions based on user data and market trends, informing users about different industries and potential growth, aiding informed career decisions.

Español1v

[Find Jobs](#) [Explore Careers](#) [Training](#) [Experience & Skills](#) [Work Search Activity](#) [Find Services](#)

Discover Careers That Leverage Your Skills

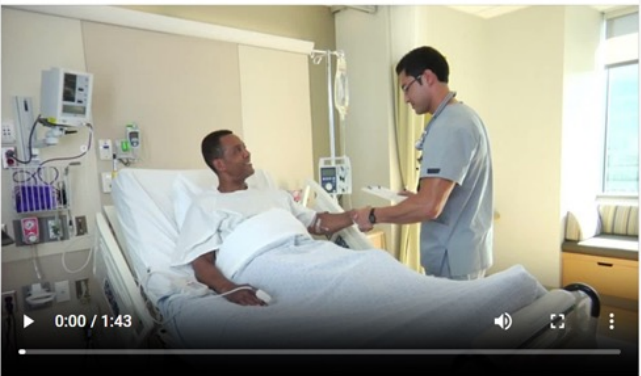
Great work building your skills so far! We took the skills you shared and found careers that incorporate them or skills like them for you to explore.

Filters

100% Skill Match

Save This

Nursing Assistant




Common skills

Verbal Communication Skills, Technical Documentation, Vital Signs, Nursing, Nursing Care, Direct Patient Care, Acute Care, Independent Thinking, Memory Work, Non-Profit Organization

76% Skill Match

Save This

Home Health Aide

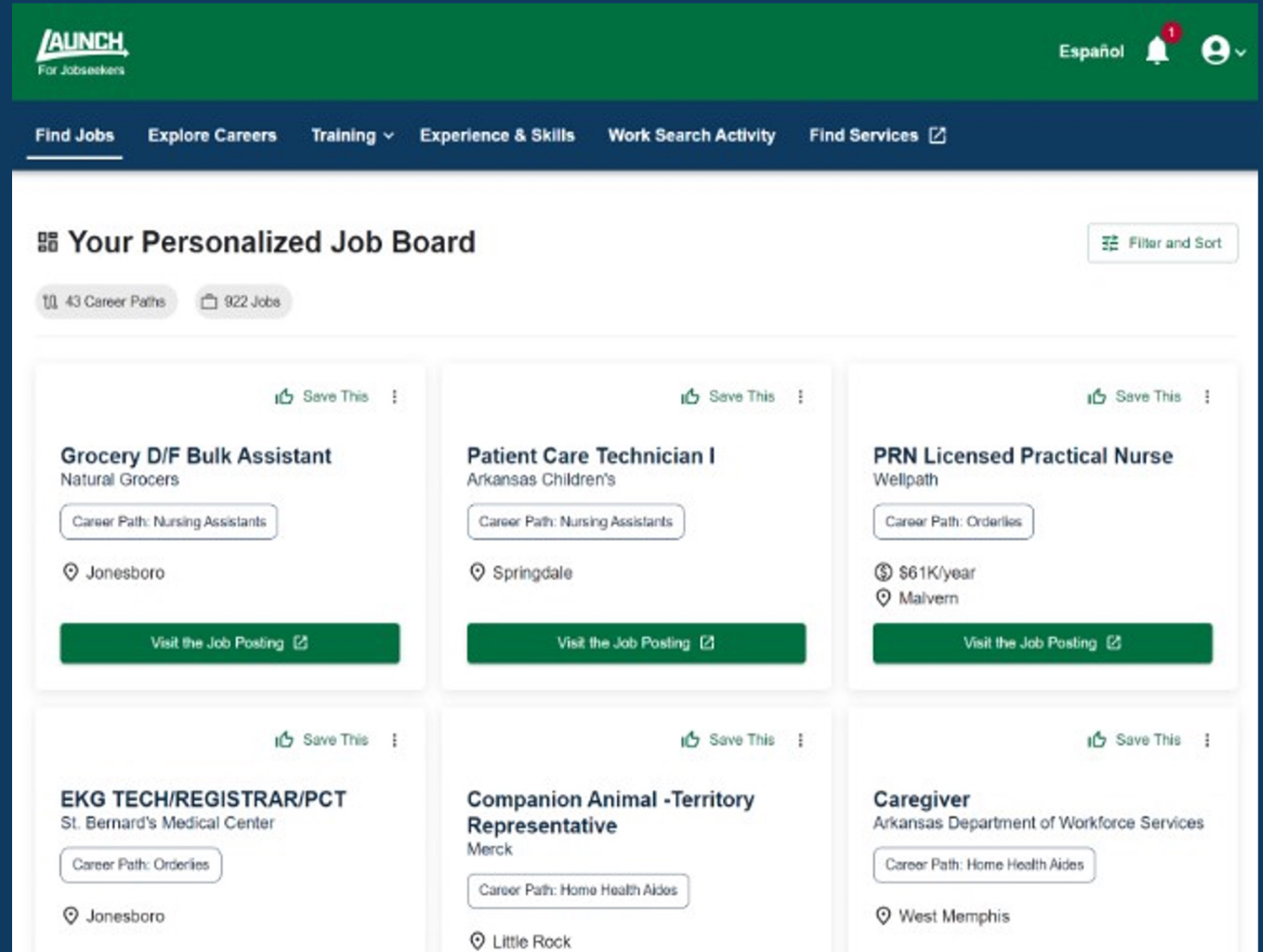


Common skills

Critical Thinking, Verbal Communication Skills, Technical Documentation, Active Listening, Socialization, Medication Administration, Home Health Care, Memory Work, Independent Thinking, Android (Operating System)

Job Exploration

The job exploration feature allows users to browse and apply to a tailored list of job listings, enabling them to discover and quickly apply to suitable employment opportunities.

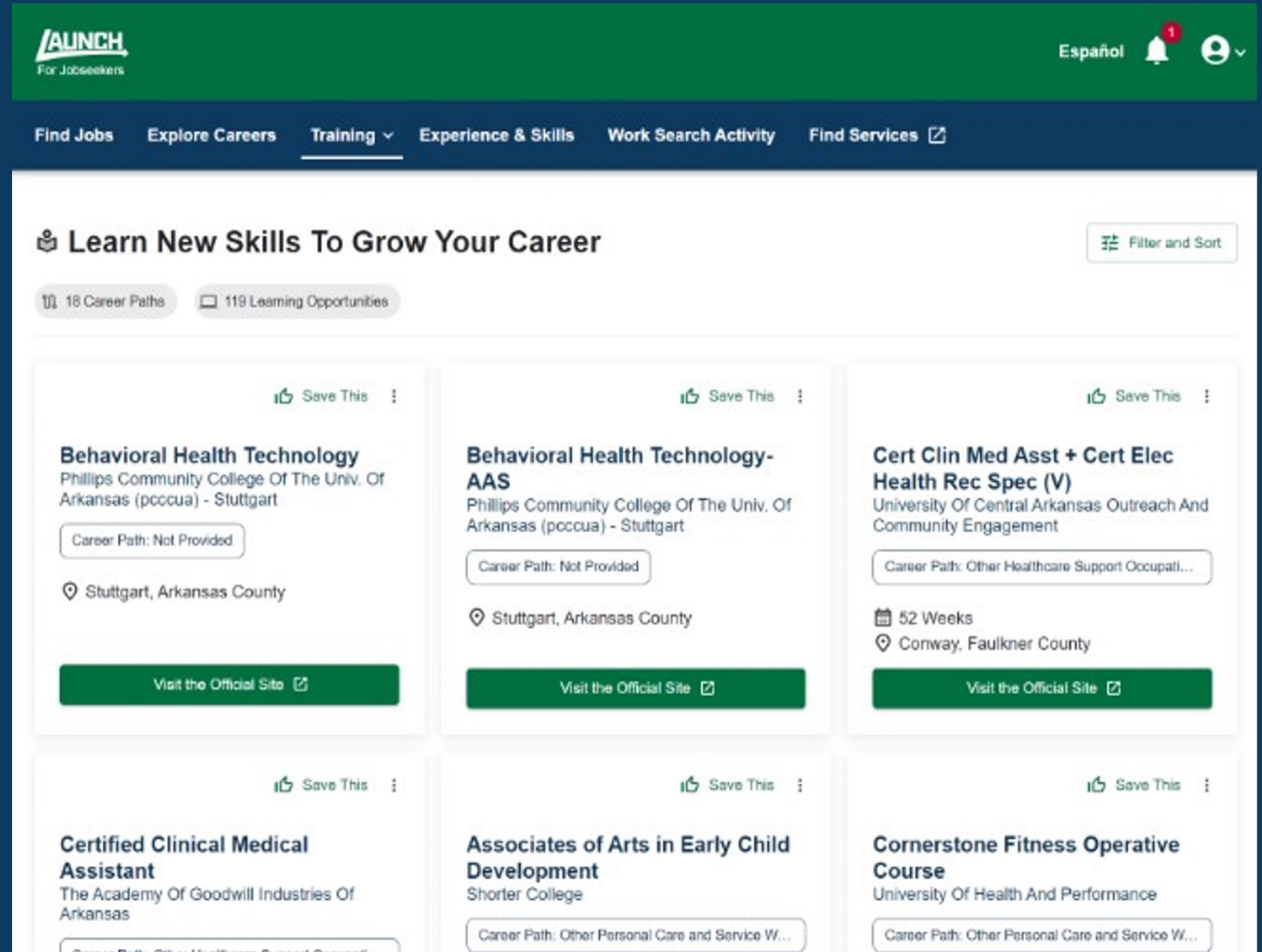


The screenshot displays the AUNCH For Jobseekers website interface. At the top, there is a green header with the AUNCH logo, a language selector set to 'Español', and a notification bell icon with a red '1'. Below the header is a navigation bar with links: 'Find Jobs', 'Explore Careers', 'Training', 'Experience & Skills', 'Work Search Activity', and 'Find Services'. The main content area is titled 'Your Personalized Job Board' and includes a 'Filter and Sort' button. Below this, there are two summary boxes: '43 Career Paths' and '922 Jobs'. The job board is organized into a grid of six job listings, each with a 'Save This' button and a 'Visit the Job Posting' button. The listings are as follows:

Job Title	Employer	Career Path	Location
Grocery D/F Bulk Assistant	Natural Grocers	Nursing Assistants	Jonesboro
Patient Care Technician I	Arkansas Children's	Nursing Assistants	Springdale
PRN Licensed Practical Nurse	Wellpath	Orderlies	Malvern
EKG TECH/REGISTRAR/PCT	St. Bernard's Medical Center	Orderlies	Jonesboro
Companion Animal -Territory Representative	Merck	Home Health Aides	Little Rock
Caregiver	Arkansas Department of Workforce Services	Home Health Aides	West Memphis

Training Opportunity Exploration

Users can find and enroll in training programs that are relevant to enhancing their qualifications, helping them stay competitive and facilitating career advancement.



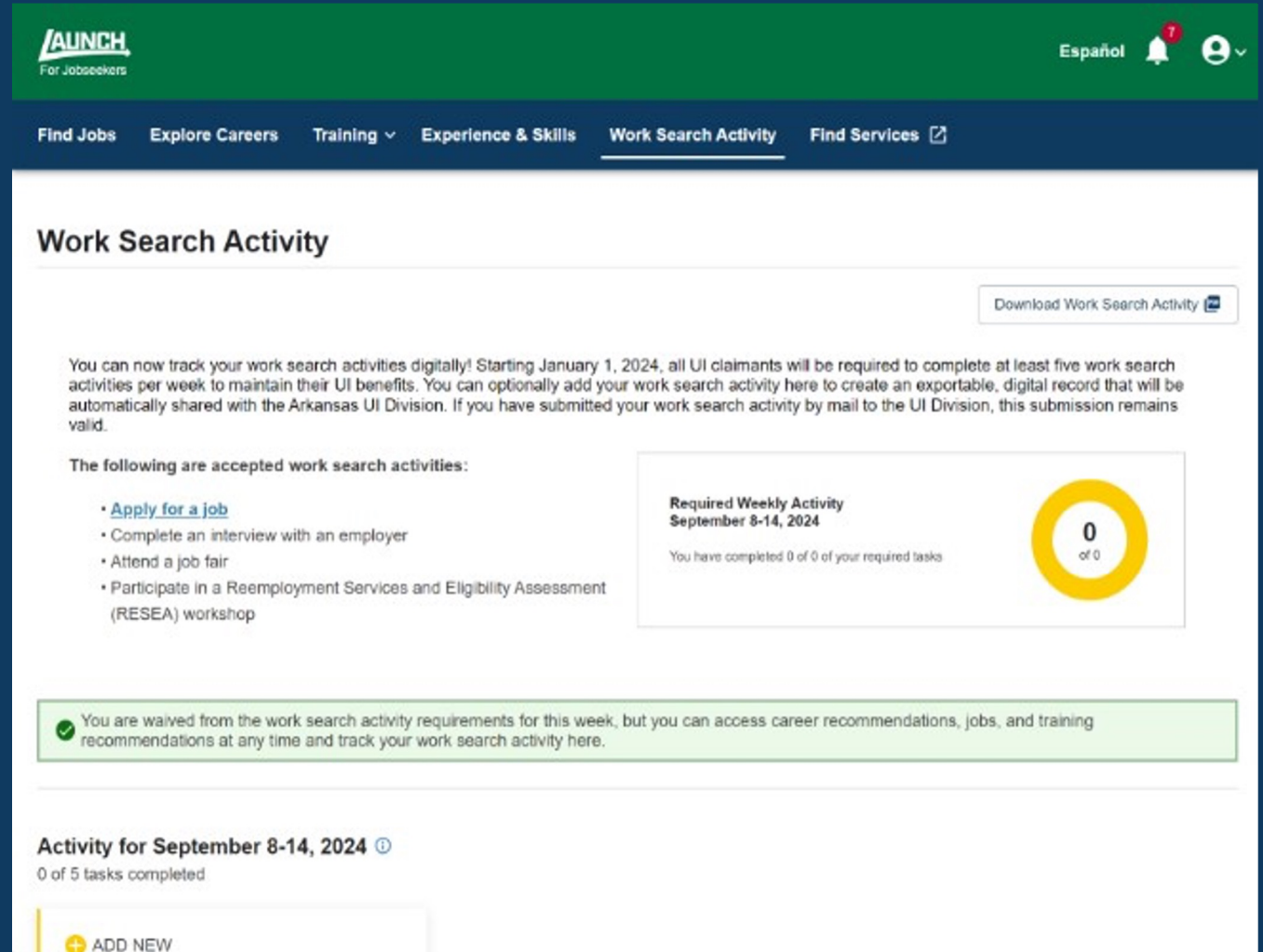
The screenshot displays the 'AUNCH For Jobseekers' website interface. At the top, a green header bar contains the AUNCH logo, a language selector set to 'Español', and a notification bell with a red '1'. Below this is a dark blue navigation bar with links: 'Find Jobs', 'Explore Careers', 'Training' (which is underlined), 'Experience & Skills', 'Work Search Activity', and 'Find Services' with an external link icon. The main content area is titled 'Learn New Skills To Grow Your Career' and includes a 'Filter and Sort' button. Below the title, two filters are shown: '18 Career Paths' and '119 Learning Opportunities'. The page features a grid of six training program cards. Each card includes a 'Save This' button, the program title, the provider's name, a 'Career Path' status, a location pin icon with the location name, and a 'Visit the Official Site' button. The programs listed are: 1. Behavioral Health Technology (Phillips Community College Of The Univ. Of Arkansas (pccua) - Stuttgart, Career Path: Not Provided, Stuttgart, Arkansas County). 2. Behavioral Health Technology-AAS (Phillips Community College Of The Univ. Of Arkansas (pccua) - Stuttgart, Career Path: Not Provided, Stuttgart, Arkansas County). 3. Cert Clin Med Asst + Cert Elec Health Rec Spec (V) (University Of Central Arkansas Outreach And Community Engagement, Career Path: Other Healthcare Support Occupati..., 52 Weeks, Conway, Faulkner County). 4. Certified Clinical Medical Assistant (The Academy Of Goodwill Industries Of Arkansas, Career Path: Other Healthcare Support Occupati...). 5. Associates of Arts in Early Child Development (Shorter College, Career Path: Other Personal Care and Service W...). 6. Cornerstone Fitness Operative Course (University Of Health And Performance, Career Path: Other Personal Care and Service W...).

Work Search Tracking for UI Claimants

UI claimants can track their job search activities between certification weeks directly within LAUNCH. This feature keeps all activities organized and readily accessible for when claimants certify their efforts.



Applying to a job via LAUNCH automatically drafts a new activity in their tracker, simplifying record-keeping and ensuring compliance.

This tracking is especially beneficial to UI auditors, alleviating their administrative burden.



The screenshot shows the LAUNCH For Jobseekers website. The top navigation bar includes links for Find Jobs, Explore Careers, Training, Experience & Skills, Work Search Activity (which is highlighted), and Find Services. The main heading is "Work Search Activity". Below this, there is a "Download Work Search Activity" button. A text block explains that starting January 1, 2024, UI claimants must complete at least five work search activities per week. A list of accepted activities includes: Apply for a job, Complete an interview with an employer, Attend a job fair, and Participate in a Reemployment Services and Eligibility Assessment (RESEA) workshop. A progress indicator shows "Required Weekly Activity September 8-14, 2024" with a circular gauge at 0 of 0. A green notification box states that the user is waived from requirements for this week. At the bottom, it shows "Activity for September 8-14, 2024" with "0 of 5 tasks completed" and an "ADD NEW" button.

LAUNCH
For Jobseekers

Español  

Find Jobs Explore Careers Training Experience & Skills **Work Search Activity** Find Services

Work Search Activity

[Download Work Search Activity](#)

You can now track your work search activities digitally! Starting January 1, 2024, all UI claimants will be required to complete at least five work search activities per week to maintain their UI benefits. You can optionally add your work search activity here to create an exportable, digital record that will be automatically shared with the Arkansas UI Division. If you have submitted your work search activity by mail to the UI Division, this submission remains valid.


The following are accepted work search activities:

- [Apply for a job](#)
- Complete an interview with an employer
- Attend a job fair
- Participate in a Reemployment Services and Eligibility Assessment (RESEA) workshop

Required Weekly Activity
September 8-14, 2024


You have completed 0 of 0 of your required tasks

0 of 0

 You are waived from the work search activity requirements for this week, but you can access career recommendations, jobs, and training recommendations at any time and track your work search activity here.

Activity for September 8-14, 2024

0 of 5 tasks completed

 ADD NEW

LAUNCH for Employers

LAUNCH for Employers harnesses the power of data analytics and artificial intelligence to **connect businesses with the most suitable candidates**, optimizing the recruitment process and **reducing time-to-hire**. Employers can focus more on engaging with top candidates rather than sifting through large volumes of applications, which increases efficiency and improves the quality of hire.



User Journey



Easy, Self-Service
Employer
Onboarding



Share Skills-
Based Job
Details



Post Job to the
National Labor
Exchange



Instantly View
Anonymous
Candidates



Select and Invite
Candidates to
Apply



Save Time and
Hire High-
Quality, Ready-
to-Work
Employees



Account Creation and Onboarding

During the account registration process, new users provide their first name, last name, company name, test EIN, and company role to begin finding matches.

A screenshot of the LAUNCH for Employers account creation and onboarding form. The form is displayed on a white background with a dark blue header. The header includes the LAUNCH logo and the text "For Employers". In the top right corner, there are links for "Español" and a "Start" button. The main content area features a large image of a smiling woman with blonde hair and glasses, wearing a dark blue blazer, sitting at a desk with a laptop and talking on a phone. To the right of the image is the registration form. The form has a heading "Welcome to LAUNCH for Employers!" followed by a subheading "We can help you match to qualified Arkansans in just a few minutes. To get started, please share a few details here." Below this are five input fields: "First Name*", "Last Name*", "Email*", "Company Name*", and "Company EIN*", followed by a "Company Role*" field. At the bottom of the form, there is a checkbox labeled "I agree to the [Terms and Conditions](#)" and a "Get Started" button. The LAUNCH logo is also visible in the bottom right corner of the slide.

Adding a New Job

To add a new job, employers enter the job title and a detailed job description that outlines specific tasks and responsibilities.

Through AI, the platform automatically suggests the skills for this role based on the job description provided.

From here, their job is posted to the National Labor Exchange, which funnels the opportunity to candidates on LAUNCH for Jobseekers.



The screenshot shows the 'Find Instant Matches' form on the LAUNCH For Employers website. The form is titled 'Find Instant Matches' and includes a sub-header 'Tell us what you are looking for, and we will match you to qualified Arkansans. You can edit this page at any time to update your matches.' The form contains several sections: 'Job Title' with a text input field and a 'Required' label; 'Job Description' with a large text area and a 'Required' label; 'Target Years of Experience' with a range selector (0 to 30) and a 'Required' label; and 'Preferred Skills' with a text input field and a 'Required' label. The form also includes a 'Sign Out' button in the top right corner and a 'Start typing to search' placeholder in the bottom right corner.

LAUNCH
For Employers

[Roles](#) / [New](#)

Find Instant Matches
Tell us what you are looking for, and we will match you to qualified Arkansans. You can edit this page at any time to update your matches.

Job Title Required

Job Description Required

5000 Character Max 0/5000

Target Years of Experience Required
Choose your preferred range of experience for this role. You can refine your selection using filters on the next page.

0 30

Preferred Skills Required
We have identified these skills from the information you shared. Add, remove, or edit as you see fit.

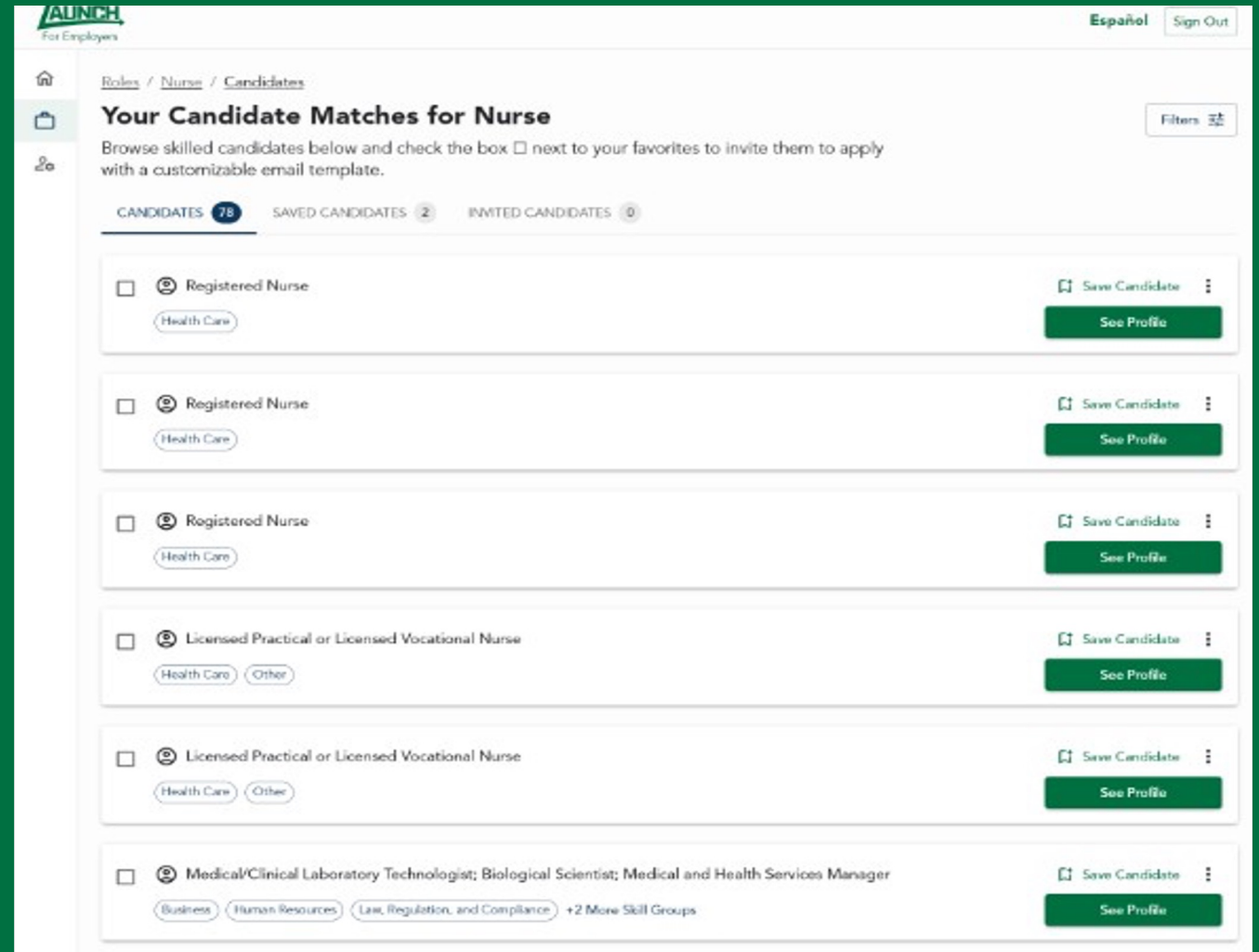
Start typing to search

Skills You Are Willing to Teach

Review Candidate Matches

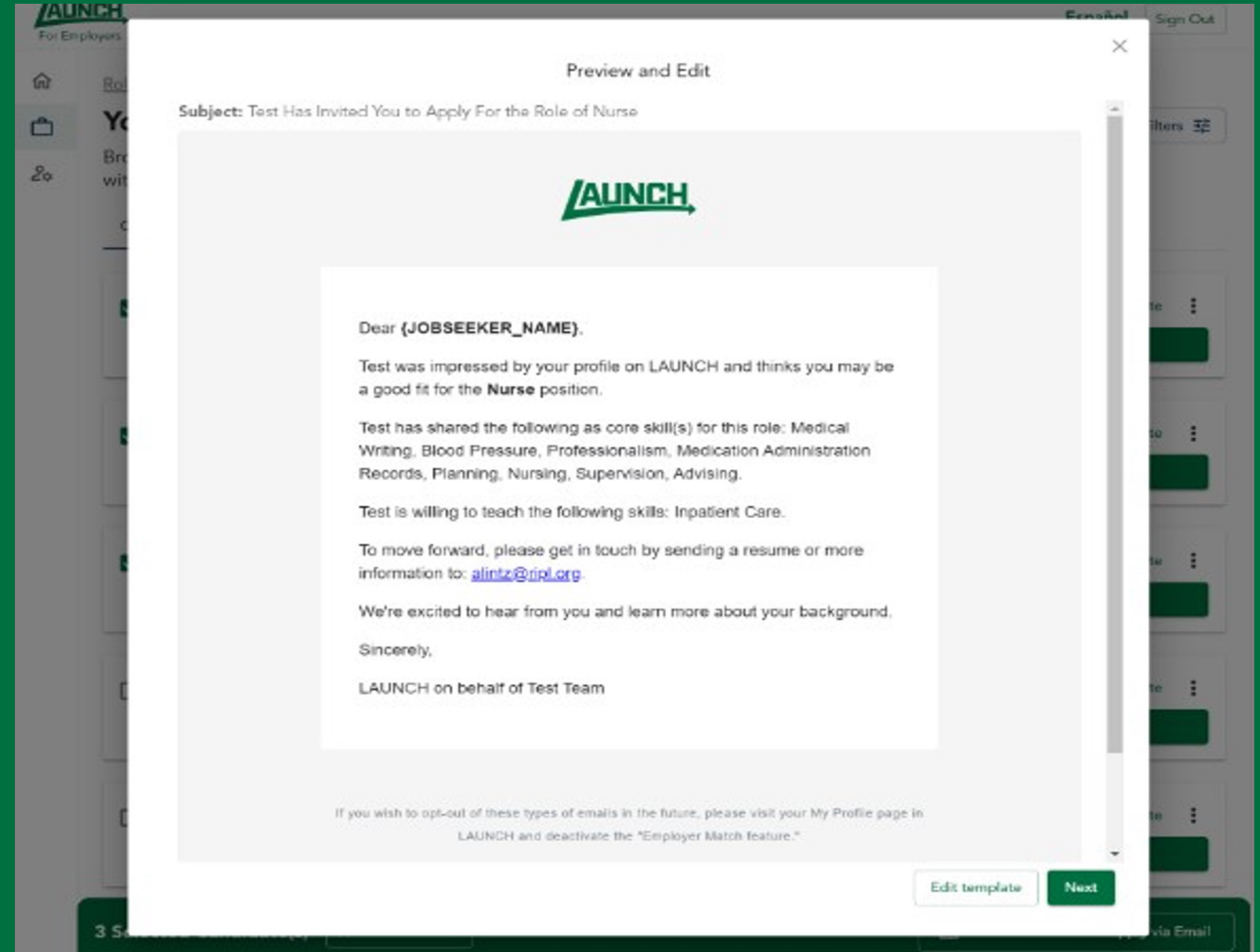
Employers are presented with a daily updated list of candidates that match the specific criteria set for the job.

This list is accessed from the dashboard where employers can review the candidates' basic information and decide if they want to delve deeper into individual profiles.



Customize Invitation Email

Once suitable candidates are identified, employers can select them for an invitation. Employers customize the invitation by editing a pre-filled email template to include specific details such as personalized messages or links to the application process.



Supportive Service Discovery and Common Intake

Save time when applying for

Log in to your Login.gov account or create an account and apply for many services without having to enter the same information again. You can also edit applications and check your application statuses.

Log in

Create account

Find services that can help you

Start Here

Enter your basic information here.

[Program details](#) 

Start here

Start with 12 quick questions

Start Here

Benefits pre-screener summary

Note: Fields marked with a * are required.

Date of Birth (mm/dd/yyyy) * Previously answered on 2023-09-26
01/01/2004 [Edit](#)

Are you a veteran or active duty service member or their spouse? * Previously answered on 2023-09-26
None of the Above [Edit](#)

Are you an American Indian, Alaskan Native, Native Hawaiian, or Other Pacific Islander? * Previously answered on 2023-09-26
No [Edit](#)

Do you have a disability that impacts any of your major life activities? (Work, School, Activities of Daily Living, etc.) * Previously answered on 2023-09-26
No [Edit](#)

Do you have a job? * Previously answered on 2023-09-26
I don't have a job, but I want a job. [Edit](#)

Are you currently enrolled in school? * Previously answered on 2023-09-26
No, and I dropped out of high school and don't have a high school diploma or GED. [Edit](#)

What was the last grade you finished in school? * Previously answered on 2023-09-26
10th Grade [Edit](#)

Do you need help with your English, reading, writing, math, or other academic skills? * Previously answered on 2023-09-26
Yes [Edit](#)

Are you or your family low-income? * Previously answered on 2023-09-26
Yes [Edit](#)

Do you or your family move around for farm work or seasonal work? * Previously answered on 2023-09-26
No [Edit](#)

Are you currently or have you in the past been involved with the criminal justice system? (Arrested, convicted, in prison or jail, on parole or probation, etc.) * Previously answered on 2023-09-26
No [Edit](#)

Do you need help getting into or completing an education or training program, or getting or keeping a job? * Previously answered on 2023-09-26
Yes [Edit](#)

Submit

✓ You may qualify

Adult Education Services Intake

Adult education's mission is to provide adult

ⓘ You may not qualify

WIOA In-School Youth 14-21 Years Old

In-School Youth (ISY) 14-21 Years Old

[details](#)

Apply

✓ You may qualify

WIOA Employment and Training Services

Find out if you are eligible for certain employment and job seeker services.

[Program details](#)

Apply

✓ You may qualify

WIOA Out-Of-School Youth 16-24 Years Old

Out-Of-School Youth (OSY) 16-24 Years Old

[Program details](#)

Apply

Benefits you may qualify for

Adult Education Services Intake

Adult education's mission is to provide adult learners with the tools to improve and refine their academic skills, attain the General Educational Development® Credential, and the life skills that prepare the citizen for self-sufficiency and improvement in the quality of life. Free Services Include: -Adult Basic Education (ABE) from 0.0 grade level to 8.9 -Adult Secondary Education (ASE) from 9.0 grade level to 12.9 -English to Speakers of Other Languages (ESOL) -Workplace Education -Correctional/Institutional Education (C&I) -Workforce Alliance for Growth in the Economy™ (WAGE) -Learning Disabilities Screening -GED Testing Services -Arkansas Adult Learning Resource Center (AALRC) -Family Literacy

WIOA Employment and Training Services

Find out if you are eligible for certain employment and job seeker services.

WIOA Out-Of-School Youth 16-24 Years Old

Out-Of-School Youth (OSY) 16-24 Years Old

You may be able to get these benefits if you apply through the online application by clicking 'Apply to programs'.

Create an account or sign in

Log in to your Login.gov account or create an account to have your information saved. You'll be able to return at any time to complete future applications. If you do not already have an account, the login page will allow you to sign up and you won't lose any data you've already entered.

Apply to programs

Log in

Create account

- Quickly identify and apply to potentially relevant programs and services
- Visual indicators of potential qualification
- Nudges when new potentially relevant programs are added
- Apply as a guest or sign in with Login.Gov

Note: Fields marked with a * are required.

Are you registered for Selective Services, or are you exempt because of gender or age?

You are exempt if you are a female, or if you are a male under 18 years old or over 64 years old.

☒ Yes

☐ No

Are you a Displaced Homemaker?

A Displaced Homemaker is someone who has lost the income of a family member they depended on and now needs to find a job or a better job. This could include things like 1) being a stay at home parent that now has to return work because of a job loss of the other parent, 2) divorce or death of a spouse, 3) being the spouse of an active military member and your income has changed due to deployment, relocation, or death or disability connected to service.

☐ Yes

☒ No

☐ Not Sure

Verify address

We could not verify the address that you provided, but found something similar.

Address entered:

☐ 123 Main St.
Little Rck, AR 72201

Suggested address:

☒ 123 Main St
Little Rock, AR 72201

- Interactive application form with explanatory text, address verifications, and other usability supports
- Multilingual
- 508 Compliant

Review

Previous

Save and next

WIOA Employment and Training Services

Program application summary

Note: Fields marked with a * are required.

Date of Birth (mm/dd/yyyy)

01/01/2004

Previously answered on 2023-09-26

[Edit](#)

Are you a veteran?

None of the Above

Previously answered on 2023-09-26

[Edit](#)

Are you an American Indian or Alaska Native?

Pacific Islander

No

Previously answered on 2023-09-26

[Edit](#)

Do you have a disability that impacts any of your major life activities? (Work, School, Activities of Daily Living, etc.)

No

Previously answered on 2023-09-26

[Edit](#)

Do you have a job?

I don't have a job, but I want a job.

Previously answered on 2023-09-26

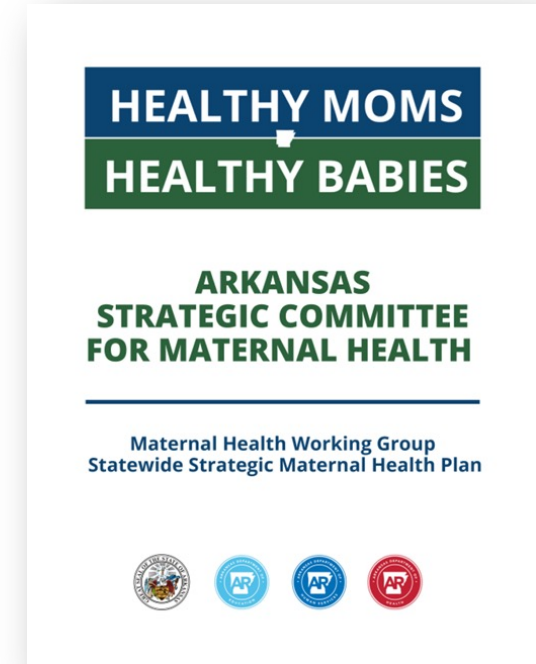
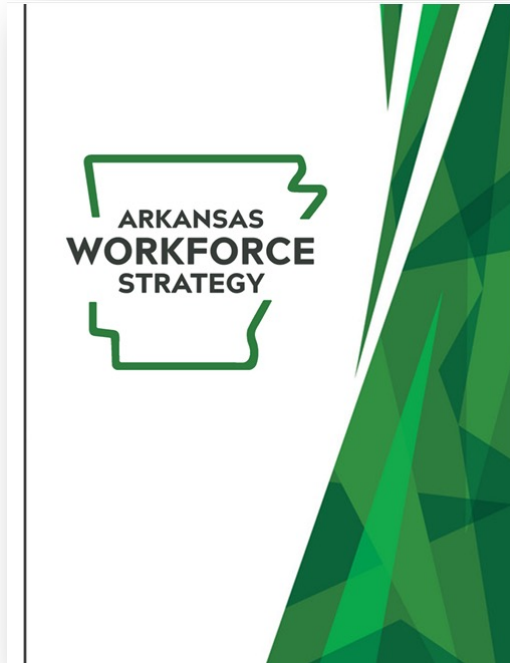
[Edit](#)

Time to complete subsequent forms is reduced through reuse of answers from a common question bank

Other Features

- Quick, no-code form creation and management
- Community-based organizations and other trusted intermediaries can help residents apply through a dedicated interface
- Program administrators can manage application statuses and export information for processing or reporting
- Programs with dedicated case management systems (AJL, LACES, ARIES, etc.) will have data sent to referral or intake through the Arkansas Data Hub.

Embedded in State Strategy



CiviForm is being deployed across state, education, and community services, driving changes to support state scale.

Questions

Robert.McGough@Arkansas.Gov