



LAUNCH is Arkansas' pathway to workforce success, leveraging cutting-edge technology to connect talent with opportunity.

What is LAUNCH?

LAUNCH is a data-driven platform that **connects Arkansas jobseekers with employers, using machine learning to design personalized career paths and build a skilled, sustainable workforce.** By promoting skills-based hiring, LAUNCH supports closing the state's labor gap and accelerates Arkansas' economic growth. It empowers the state to harness data to get people into meaningful jobs and careers faster and prepare the state's workforce for the future. LAUNCH is made up of two tools: LAUNCH for Jobseekers and LAUNCH for Employers.

LAUNCH for Jobseekers provides personalized career recommendations by analyzing state data, jobseeker skills, and experiences. The platform helps users identify new career paths, access training programs, and apply for relevant job opportunities, all tailored to boost their employment prospects and long-term earnings.

LAUNCH for Employers revolutionizes hiring by matching employers with job-ready candidates based on skills and experience. Employers can filter candidates by work history, education, and trainability. The platform helps employers find qualified candidates quickly and streamline the hiring process efficiently.



How does it work?



Data

is aggregated and analyzed to connect...



Jobseekers

...to jobs, career paths, trainings, and...



Employers

...who provide meaningful opportunities that fuel...



Success

...that propels careers and the state's workforce

Key Features



Personalized Career Pathways

Fueled by wage history data and industry demands to recommend career paths and jobs that boost long-term employment and earnings

Training and Development

Connecting jobseekers to relevant training programs and educational opportunities based on their skill gaps and career goals, designed to help individuals upskill or reskill

Employer-Focused Hiring Solutions

Streamlining the hiring process by automatically matching open positions with qualified candidates and reducing the time spent recruiting talent that aligns with employers' needs

Skill Matching with Machine Learning

Using advanced artificial intelligence (AI) and machine learning (ML) to analyze job seekers' resumes and employers' job descriptions, identifying transferable skills and matching them with available job openings

Unemployment Insurance Integration

Additional functionality helping UI claimants track their work search activities and certify their weekly work search activities in an easy, streamlined way



Explore LAUNCH now at launch.arkansas.gov



For Jobseekers

What is LAUNCH for Jobseekers?

LAUNCH for Jobseekers enhances Arkansans' career prospects and opens doors to the state's in-demand careers. Its advanced algorithm matches jobseekers' unique profiles – including work history, educational background, earned credentials, skills, interests, and location – with qualified job openings, local employers who are actively hiring, and relevant training programs.

The platform offers accessible information and engaging videos about various careers in Arkansas' growth industries, aiding jobseekers in making informed career-path decisions that lead to long-term employment and wage growth.

The platform also features a weekly work search activities dashboard for unemployment insurance claimants, seamlessly connecting users' job-seeking tasks with the state's reporting requirements.



How does it work?



**Simple Sign-On
with Login.gov**



**Share Skills,
Experiences,
and Education**



**Review
Recommended
Career Paths,
Trainings and Jobs**



**Connect with
Employers and
Training
Opportunities**



**Continuously
Update Profile for
Long-Term Success**

FAQs

How do I create an account?

Creating an account is simple with single sign-on (SSO) via login.gov. Once you've signed up or logged in using your login.gov credentials, LAUNCH will walk you through a quick onboarding process to set up your profile and start exploring career and training opportunities.

As an unemployment insurance claimant, where can I track my work search activity?

You'll be able to see a new page specifically for tracking your work search activities shortly after filing your first claim on EZARC. This page will let you log and review all of your job search activities in one place, making it easy to stay on top of UI requirements.

Will my identity be shared with employers?

No, your identity is kept confidential throughout the matching process. Employers can only view your skills, experiences, and qualifications that are relevant to their job postings. Your personal identifiable information remains secure until you choose to share it.

I just got hired! Can I still use the tool?

Of course! Even after you've been hired, you can still use LAUNCH for Jobseekers to explore career advancement opportunities, find new training programs, and update your skills profile to keep track of your professional growth.

What if I need additional training to qualify for a job?

LAUNCH provides personalized training recommendations based on your skills profile and job market demand, helping you close any skills gaps for your desired career.



Explore LAUNCH for Jobseekers now at jobseeker.launch.arkansas.gov





For Employers

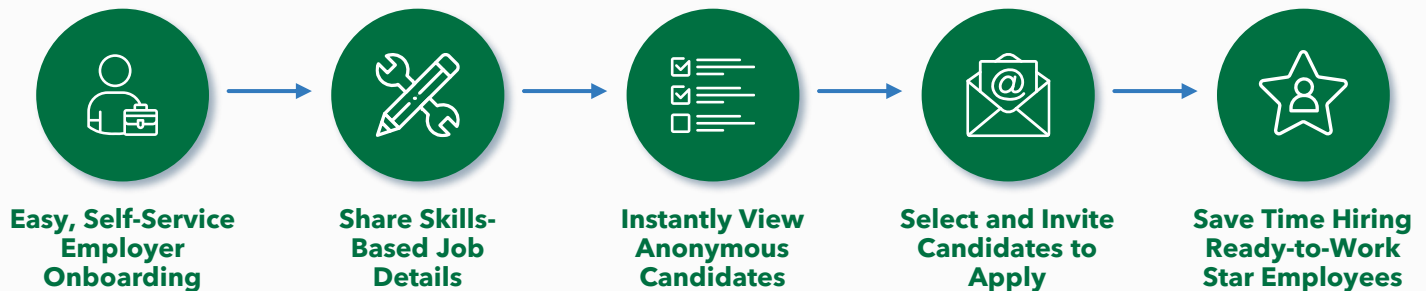
What is LAUNCH for Employers?

LAUNCH for Employers transforms the hiring process by empowering employers to go beyond traditional resumes and focus on candidates with the exact skills needed for their roles. Using advanced machine learning, the platform offers a streamlined view of jobseekers' skills profiles and experiences, cutting through the clutter of irrelevant information to focus on what truly matters.

Employers can easily filter candidates by work history, educational background, credentials, skills, and trainability, significantly reducing time-to-hire. Jobseekers' personally identifiable information remains secure and protected, with employers only seeing information relevant to the hiring process, minimizing unconscious bias. Once the right candidates are identified, employers can instantly invite jobseekers to apply, making the talent acquisition process faster and more efficient.



How does it work?



FAQs

How do I create an account? And who from my company should create an account?

To create an account, you'll need your company's FEIN and state UI Reporting Number. Once your account is created, you can invite and approve additional users from your organization. Admin roles can be shared, allowing multiple people from your company to manage job matches, review candidates, and collaborate on the hiring process.

How do I post a job?

You don't technically "post" a job on LAUNCH for Employers – you're facilitating a match. Just paste your existing job description, with an emphasis on skills and qualifications, into the platform and answer a few brief questions. If you want your company's job postings to appear on LAUNCH for Jobseekers, add them to National Labor Exchange (NLx) at usnlx.com/postajob/.

Do candidates apply via LAUNCH?

No, candidates do not apply directly through LAUNCH. Instead, once you've identified a strong match, you can invite the candidate to apply by sending them an email through the platform. The candidate will then be directed to your company's own job application portal or board to complete the application process.

Can I adjust job descriptions or criteria after posting?

Yes. You can edit job descriptions, skills requirements, and qualifications anytime to refine your candidate matches.



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