Finding a Better Job
Executive Summary

LEADERSHIP ACADEMY

Problem Statement:
How can we make employment and career advancement resources more readily available and easier to use?

Data Sources:

- Jobs.mo.gov
- Feedback from Dr. Rachelle Sharpe and the teams at Department of Higher Education and Workforce Development and the Department of Labor and Industrial Relations.
  - Information provided from Job Center teams regarding client complaints about the inconvenience of visiting Job Centers.
  - Job Center employees provided feedback on the numerous amounts of resources in multiple locations and the difficulty in consolidating that information.
- Team members visited a Job Center to talk to team members and experience the process.

Findings

- Find A Job Center: Multiple search methods are present on the website, each presenting varying information in different formats. Some search methods identify center types, such as comprehensive, affiliate, and access point, without defining available services. Resulting in customers to visit centers that cannot assist with their needs.
- The landing page includes several links for each category but is not a comprehensive list. Important resources provided by DHEWD and DOLIR were not in one convenient location. Requiring customers to maneuver through a labyrinth of links, frequently leading back to the same page or landing on a page with a significant amount of text, without providing an actionable next step.
- When guiding customers to a job center, customers are not provided with guidance to advise them how to prepare for visiting a job center or steps they may complete prior to the visit.

Recommendations

- Website Revamp
  - Create a clean, user friendly landing page directing visitors to exactly where they need to go – Job Seekers, Training & Certification, Continuing Education.
  - Centralize all essential resources on each page to provide users with a one-stop shop for job searching, upskilling/reskilling, and accessing educational or financial support.
  - Add quick links to other pages at the bottom of each page for easy navigation if users don't find what they need.
  - Develop a Job Center page detailing each location and its services, clearly defining differences between job center types, along with a "Know Before You Go" page to help users avoid unnecessary repeat visits.
  - Create a chatbot named DUDE to offer visitors quick assistance in finding resources efficiently and increasing overall customer service.