

The Arkansas Data Mobility Journey



Executive and Legislation Vision for Data-Driven Workforce, Education, Justice, and Healthcare Reform



Extensive Collaboration and User-Centered Design



State Strategies Focused on Collaboration, Customer-Centricity, Responsiveness, Skills, and Data



All-of-Government Shared Services Approach

Arkansas Data Mobility Layers



John

John's Personalized Digital Services

Learning, Employment, and Advancement

Integrated Service Delivery

Healthcare Navigation

Community and Social Engagement

Justice and Reentry Support

Transportation and Mobility



Personal Data Management



Identity

Mobility and Transportation

Learning and Education

Employment and Experience

Health and Wellness

Community and Volunteer

John's Self-Sovereign, Portable Data

Legal

Documentation and Authorization

Career Guidance and Pathway

Skills and Competencies

Public Assistance and Benefits

Financial and Economic



Government Services

Education

Employers

Healthcare

Housing

Justice

Community and Support

Issuing and Relying Parties



Mission

The Center for the Future of Arizona brings Arizonans together to build a stronger and brighter future for our state.

Advancing Economic Prosperity, Quality of Life, and Opportunity for All

CFA leads impact initiatives and programs across the state to achieve real change in our communities and in the lives of thousands of fellow Arizonans every day in areas critical to The Arizona We Want

Education

Driving equity and excellence across the education system

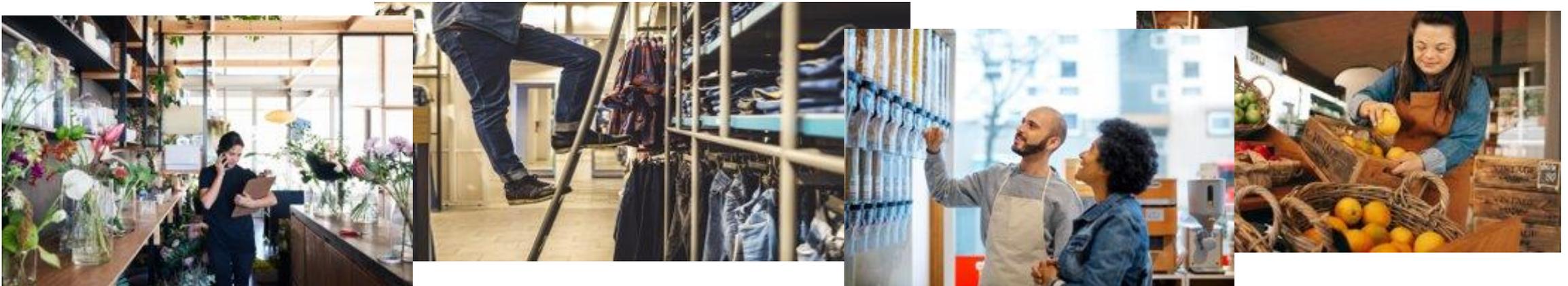
Workforce

Strengthening workforce and increasing economic opportunity

Civic Engagement

Building civic leaders and thriving communities

- **How do we improve Job Quality in frontline roles in retail to increase mobility for frontline employees?**
- **How can we work together collaboratively to support the talent development and retention needs of retail employers and impact retail employees' lives?**



Retail Employer Network Members

Retail Employer Network



Career Pathing and Support Resources



AZRetailCareers

JOB SEEKERS MOVING UP RETAILERS RESOURCES ABOUT FIND MY SKILL GAPS

CAREERS IN RETAIL

Welcome to Arizona's only targeted retail sector-focused resource for information and tools for job seekers, frontline workers, retail employers and workforce development professionals.

Start Your Retail Career
Considering a career in retail but not sure where to begin? Start here.

Move Up in Your Career
To advance your retail career, you need a solid plan. Follow these steps to accelerate your career.

Train Your Retail Staff
Employee turnover costs you time, money, and peace of mind. Discover how to keep your staff engaged and motivated.

Pipeline AZ is Arizona's single source for:

- ✓ Career pathway awareness
- ✓ Opportunities for exploration related to users' interests
- ✓ Job opening matches based on users' skills
- ✓ Information and planning tools for education and industry-recognized credentials
- ✓ Free job posts for employers
- ✓ Tracking for workforce organizations



CFA LER Initiatives – My Skills Pocket



- **Initiative #1 (ended August 2024)**
 - **In partnership with ASU Enterprise Technology, built and piloted a digital wallet platform – “My Skills Pocket”**
 - **Piloted with a Retail employer (Ace Hardware cooperative)**
- **Initiative #2 (ends October 2025)**
 - **Integrate ASU’s My Skills Pocket platform with a recruitment platform – Pipeline AZ. Demonstrate inter-operability between platforms**
 - **Build Retail sector career pathways hub in Pipeline AZ with skills identified for key retail roles**
 - **Pilot with learner/earners that have received a NRF Foundation RISE-UP credential through CTE in Arizona High Schools and/or Adult Education IET programs (Integrated Education & Training – ESL or GED and industry credential) in Community College**

For Employees/Workers

- Not understanding all the “use” cases for a digital wallet
- Not understanding how the digital wallet helps their skills stand-out for matches with internal roles or external job postings

For Employers:

- Not understanding how a LER can support their incumbent workers
- Threatened by increased employee agency that a digital wallet could provide
- Seeing the platform as a redundant technology to their HR Systems and/or Learning Management System
- Not understanding how to leverage a LER platform with verified credentials for job applicants and candidates (and support skill-based hiring) to enhance their talent management strategies and processes

- **Piloting Innovation to test:**
 - **The value of credentials for employers as issuers**
 - **The value of digital credentials and LERs for incumbent employees**
 - **The value of digital credentials and LERs for small and midsize businesses**
- **Lessons Learned**
 - **Recognize readiness**
 - **Start small**
 - **Prioritize end users**
 - **Pick your project and pilot partners well**

Profile



Build out your **Profile** for employers to see your skills

[Build My Profile](#)

Skills



Visit **Skills** to review, edit and add more skills to your Profile.

[Manage my skills](#)

Credentials



Go to **Credentials** to add and manage all your educational achievements.

[Add a Credential](#)

RECOMMENDED

Career Pathways



Explore your **Career Pathway** job options from your current and projected skills and be noticed by employers.

[Explore Career Pathways](#)

AT A GLANCE

142

Total number of skills

20

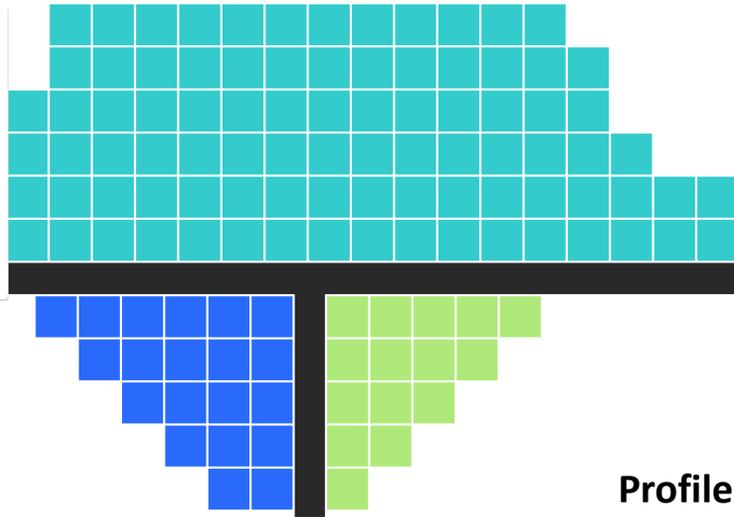
Technology Workforce Skills

107

Specialized Workforce Skills

15

Essential Workforce Skills



Profile

WGU Marketing Analytics Specialization
NEW 01/11/2023
WGU Academic Credentials
Dispute
Accept

Description
Marketing Analytics Specialization from Western Governors University. The Marketing Analytics Specialization examines e-commerce, marketing analytics, digital marketing analytics, and search engine optimization (SEO). Covered skills include data visualization, marketing planning, media strategy, search engine marketing, strategic thinking, and more.

Issuer
[WGU Academic Credentials](#)

Award Date
01/11/2023

Credentials

Ability to Speak in Public

ESSENTIAL WORKFORCE SKILLS

Delete this skill Hide this Skill from recommending roles

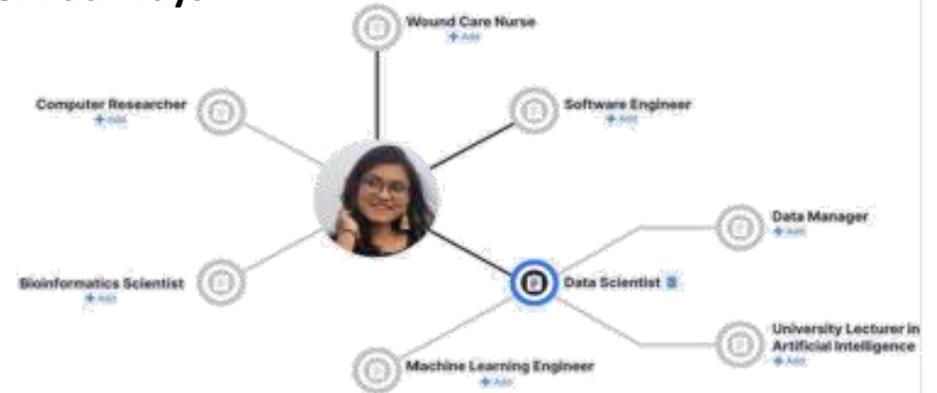
Public speaking is the ability to deliver a coherent and compelling message to a live audience. It involves conveying information clearly, engaging the audience, and instilling confidence in the speaker. Public speaking is a valuable skill in a variety of contexts, including business politics, education, and entertainment. It can be learned and improved with practice and preparation.

SKILL DETAILS PROFICIENCY SOURCES LEARNING RESOURCES

- Prioritize information in a presentation.
- Reinforce the key points of a speech by providing supporting evidence and examples.
- Analyze social media traffic before and after a speech to measure activity taken as a result of the presentation.
- Facilitate direct or indirect communication with large audiences in a controlled manner.
- Incorporate multiple types of media in delivery of information to large audiences.
- Communicate directly or via video conferencing with large audiences in an engaging manner.

Skills

Career Pathways



12

What WGU Students Are Saying...

1

87% of learners found value in having career and education information in one place

2

78% of learners agree that seeing the gaps between existing and missing skills clarified how they qualify for a job

3

76% of learners expect that the Achievement Wallet will enable them to advance in their careers

Student Feedback

"I am still exploring the WGU Achievement Wallet but have already found value by being able to show my employer how my degree is aligning with my current position."

"This was one of the most streamlined and output-efficient of all available systems and platforms that attempt to do the same thing. The visuals provided and segments into different career paths and roles are some of the best I've seen. It gives further validation and inspiration to how my education will impact my marketability and the rewards for all the investment and efforts I'm putting into myself."

What Employers Want in Digital Credentials and Achievement Wallet

Digital Credentials

- **Competency Data:** employers are seeking more clearly articulated competency data, enabling them to understand what credentials mean and what job seekers possess.
- **Verification:** All are seeking means of understanding what credentials represent in terms of rigor, learning outcomes, and preparation for jobs. Used terms like, “trust” and “legitimacy”
- **Simplicity:** Despite wanting more information, they don’t want too much information. This will require a constant balance between information immediately apparent and enabling click-throughs

Achievement Wallet

- **Contextualized Understanding:** Seeking ways to understand what skills and competencies mean in context (environment in which the skill was gained)
- **Proficiency:** Interested in understanding the level of mastery. Awareness or exposure, or listing key words in an inventory is not enough to make a hiring decision.
- **Accuracy and Targeting:** Seeking specific skillsets in their hires. Mostly care that a candidate has specific competencies for role.
- **Speed and Ease of Use:** Want information and data that is easy to digest, visually logical, and intuitive.