



Colorado's  
I-25 corridor

# Engaging the Public Online

**F**or nearly a decade, the Colorado Department of Labor and Employment (CDLE) has led the planning, design, and implementation of an online knowledge center of workforce development learning resources through a single, comprehensive, electronic interface. Developed in partnership with other key state

workforce development stakeholders, priorities for the electronic portal included e-Learning, networking, cataloguing resources/funding and integrated forms.

The e-Colorado.org knowledge management portal emerged in 2004 as a collaborative effort among the Education, Workforce and Adult Education agencies. This resource

continues to be used by the founding partners to transform information into actionable knowledge. The acquisition of Adobe Connect software in 2007 further expanded the site's functionality and provided access to online meetings and webinars to statewide audiences. The U.S. Department of Labor recognized Colorado for these innovative practices, awarding several million dollars in e-Learning grants to support online learning and workforce development initiatives.

## Workforce Development Challenges

Workforce Development Program staff within CDLE help develop training for workforce centers throughout the state — from the more densely populated Interstate 25 corridor, which includes Denver and the Colorado Springs area, to the more rural areas that make up the rest of the state. Not surprisingly, job seekers' needs vary widely based on geographic differences and many other factors. To help meet these needs, government agencies provide education, training and re-training, case management, resumé/portfolio development, assessments and more.

A trio of concurrent forces has created a need for new online tools on e-Colorado.org. Higher unemployment levels in Colorado increase demands on workforce regions to facilitate access to job-related knowledge and skills; Internet information overload has led to confusion among job seekers and employers alike; and newer technology has opened up new opportunities to simplify portal platforms in order to maximize their effectiveness.

## Dynamic Tools Optimize Functionality and Service Delivery

In another upgrade using solutions from Adobe, programs under e-Colorado.org are providing more timely, workforce development services to the people of Colorado. With

Adobe CQ Web Content Management and Adobe CRX, new portal options and tools are now available.

For example, virtual job fairs were conducted by the Pueblo Workforce Center in September 2011 and the Pikes Peak Workforce Center in December 2011. Combined, more than 1000 job seekers were served.

Job seekers register for the Virtual Job Fair through CDLE's job database, [www.ConnectingColorado.com](http://www.ConnectingColorado.com), to access a job fair online, search for jobs, learn about employers and submit job applications. Workshops, training, and live employer presentations are also available.

Fair application. Populated with commonly used resumé components, users fill in personal information, objective, experience and more. The tool equips users to apply for jobs within the CDLE database, and is used for other applications as well. Ensemble integrated the tool on the e-Colorado.org website within a matter of days.

Adobe LiveCycle Forms ES powers the resumé form. Programs throughout the state organization are now developing forms of their own using Adobe LiveCycle ES to engage the public. CDLE's Labor Market Information division, for example, now has an online form where site

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Significant outcomes from the virtual job fairs include cost savings, improved accessibility and time savings. Employers save on booth and material fees, along with travel costs and out-of-office staff time that would be required for an off-site job fair. Workforce centers also save on facility costs and staff coordination time. Perhaps job seekers reap the biggest reward, however, benefitting from 24/7 access to online tools such as resume assistance, recorded employer presentations and all job postings. Building on these successes, additional virtual job fairs are planned for 2012.

#### **New Resume Feature Empowers Job Seekers**

Many Colorado job seekers lack an effective resumé to gain employment. Working with Adobe's implementation partner, Ensemble, Workforce Development Programs staff created a resumé-building tool for the Virtual Job

visitors can request free copies of publications featuring valuable job market data, broadening the reach of this important information.

#### **Sharing Successes**

Under the e-Colorado.org umbrella, other departments are also being encouraged to use the Adobe tools to create more robust, functional Web pages. With Adobe CQ, program staff are granted rights to design within a certain area. These tools give the professionals within CDLE the freedom to focus on delivering the best possible services without being limited by technology.

"On behalf of Colorado employers and job seekers, the Colorado Department of Labor and Employment is committed to efficiency and effectiveness in our workforce development initiatives," states Ellen Golombek, CDLE Executive Director. "Adobe technology supports our efforts."



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