

Company Name

A Nonprofit Organization for
Workforce Development
in Motor City



In Consultation with



A University of Michigan School of
Information Group

“Here’s our problem...”



The organization has trouble tracking their participants.



The organization wants to provide better support.



Thus, they want help with their tracking system.



“How do I get the nut?”

— A participant, upon sharing his frustration that his only negative experience with the program is job placement

But actually...

**“We found Facebook to be
a very effective way of
communicating.”**

*— A company partner, who had undergone similar challenges in
reaching participants*

Ah-ha, a breakthrough!

Reap social media connectivity to meet the needs of participants, administrators, and employers.



Communication



Identity



Networking



Mockup



Denver

Home

Find Friends



Mockup

Home

About

Jobs

Members

Events

Photos

Manage Group

This can include partner events such as skilled trades meetings or events

This would include posts about relevant job postings or employers looking to hire



Besides participants, this could include community partners as well as common employment partners



Write something...

Search this group

ADD MEMBERS

+ Enter name or email address...

MEMBERS

2 Members



SUGGESTED MEMBERS

Hide

Friends



Chat (Off)



We found that...

“The vast majority of people change their phones all the time.”

— a past administrator

Yet,

“People say phone is the best method of contact.”

— a current administrator

Indeed,

“I check my email a lot on my phone but sometimes the computer, too.”

— a past program participant

A close-up, low-angle shot of a light-colored wooden conference table with a visible grain. Several white office chairs are tucked under the table. The background is blurred, showing what appears to be a library or office setting with bookshelves and other furniture.

What ties this
community together is
online connectivity.

Ultimately, we sought a solution that stays close to the mission of the company while **staying within our scope.**

Questions?