

Case Study

How Employ Prince George's Increased Funding Sixfold and Served More Jobseekers



"We had to figure out how to tell a better story, diversify our funding streams, re-engage our community, and build a system that matched the needs of our population. myOneFlow helped us do just that."

-Walter L. Simmons, President & CEO, Employ Prince George's

About Employ Prince George's

Founded in 2018, Employ Prince George's, Inc. (EPG) is a nonprofit organization based in Largo, Maryland, serving as the principal workforce development entity for Prince George's County Government. Dedicated to improving the local economy, EPG created and leads a demand-driven workforce system and programs that connect job seekers to high-demand industries and deliver qualified talent to businesses.

EPG oversees the Prince George's County Public Workforce System, branded as the Prince George's County American Job Center Community Network. This integrated network includes American Job Centers and community partners, providing career services and resources to over 25,000 businesses and job seekers annually. With a mission to unify service providers and expand workforce opportunities, EPG is critical in driving economic growth in Prince George's County.

The Challenge

Disconnected Systems and Limited Scalability

Before myOneFlow, EPG faced significant challenges in managing client interactions and scaling its workforce programs. The state's mandated system lacked the depth required for detailed reporting of the services provided by EPG and limited the ability to manage the outcomes of multiple community partners and funding streams effectively. With manual data entry and siloed processes, accurately tracking the breadth of services provided was time-intensive and resource-heavy.

EPG leadership recognized the urgent need for change. Walter Simmons reflected on the broader issues at play, saying, "Too many times we build programs without thinking about how each stakeholder will interact with the system. We had to figure out how to track community engagement, employer involvement, and job seeker progress in a way that worked for everyone."

Barriers to Virtual Engagement

EPG recognized the growing need for a virtual platform that would allow job seekers, employers, and community partners to access services more easily. Without a centralized digital system, participants had to rely on in-person visits, which strained EPG's resources and created barriers for those with accessibility challenges.

"We didn't have the money or the staff we needed, so we had to figure out automation to meet the demand without funding. That's when we started building a virtual career center."

Challenges in Demonstrating Impact

Although EPG served tens of thousands of residents annually, only a fraction qualified for formal federally funded program enrollments under specific funding streams. This meant the broader scope of services and engagements went undocumented and unrecorded, making it more difficult to tell the whole story of EPG's impact and secure additional funding.

The Solution: Implementing myOneFlow

Why myOneFlow Was Chosen

EPG sought a comprehensive solution that could handle the complexities of workforce program management and the inclusion of traditional and non-traditional workforce development partners while enhancing accessibility for the community. After experimenting with other systems, they selected myOneFlow for its ability to function as a complete case management platform. myOneFlow streamlined workflows, improved data accuracy, and provided insights into participant outcomes across programs and funding sources.

Implementation Highlights

- **Rapid Deployment:** Within two months, myOneFlow was live, and EPG migrated over 20,000 customer records into the system.
- **Configuration:** The platform was tailored to meet EPG's specific requirements, incorporating workflow automation and advanced reporting capabilities.
- **Integration:** myOneFlow integrated with existing systems, creating a centralized hub to manage job seekers, businesses, and community partners.

Key Features Utilized

- **Workflow Automation:** Processes like email communication and participant workflows were automated, reducing the need for manual interventions by staff.
- **Virtual Career Center:** A fully digital platform allowed job seekers and employers to connect from anywhere, eliminating the need for frequent in-person visits.
- **Data Collection and Reporting:** The system provided real-time insights into participant engagement and program effectiveness, enabling EPG to demonstrate its full impact.

The Results

- ✓ 311% staff growth: Expanded from 38 full-time employees to 156.
- ✓ 387% increase in funding: Annual funding grew from \$8 million to \$31 million.
- ✓ Diversified funding from one core funding source to over 20

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“We didn’t predict a pandemic, but we knew the trends of the market. By 2020, we had a virtual career center ready to go, and when everything shut down, we were still able to serve our community.”

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The Benefits

Increased Efficiency and Accessibility

Through the virtual career center, EPG improved community access to workforce services. Adopting a centralized digital system allowed participants to complete registrations, upload required documents, and engage with services remotely. During the COVID-19 pandemic, this proved invaluable as EPG continued serving its community while in-person centers were closed.

Improved Engagement and Reporting

By capturing data on all community interactions, not just formal program enrollments, EPG gained a 360-degree view of its impact. This enabled EPG to tell a more compelling story about the full scope of their efforts, which helped foster stronger relationships with funders and stakeholders.

Scalable Workforce Development

What began as a local initiative is now a scalable model for workforce development. The automation and centralization offered by myOneFlow allowed EPG to scale its operations and enhance collaboration across its network of providers and partners.

Why myOneFlow Stands Out

myOneFlow's flexibility and robust capabilities equipped EPG with the tools to go beyond traditional case management. The platform fostered innovation by streamlining workflows, automating routine tasks, and enabling real-time data-driven decisions. By helping EPG centralize its efforts and scale effectively, myOneFlow became an integral part of their mission to build a modern workforce system.

Looking Ahead

The partnership between EPG and myOneFlow is a testament to the possibilities of leveraging technology for public service innovation. Together, they continue to explore ways to improve workforce development processes and enhance community impact. By focusing on continuous improvement and responding to evolving needs, EPG is well-positioned to expand its services and further its mission to deliver meaningful opportunities for job seekers and businesses.

Key Takeaways

- EPG transitioned from a fragmented system to a unified, digital platform with the implementation of myOneFlow, enhancing accessibility and efficiency.
- Workflow automation and real-time insights allowed EPG to scale its efforts and streamline service delivery.
- The ability to track and report on the full scope of services bolstered EPG's funding opportunities and demonstrated its broader community impact.
- Ongoing collaboration between EPG and myOneFlow reflects a shared commitment to workforce development and public service innovation.

Read more case studies, compare packages, and book a demo on our website at www.myoneflow.com.

