



WORKFORCE
SOLUTIONS Capital Area
Connecting People to Jobs



Customer Personas

AUGUST 2022

The Objective

- The objective of this exercise is to identify and understand each persona within the category of job seeker, which is one of Workforce Solutions Capital Area's main audiences.
- Workforce Solutions Capital Area is looking for a better understanding of job seekers in order to:
 - Gain clarity on who you already serve well and who you want to serve
 - Communicate effectively with this audience
 - Describe job seekers accurately to employers
 - Inform employer strategy

The Deliverables

Distill the gathered information into the following:

- **Customer Summary**

An overview of this customer, including their traits, WFS services used, and what employers should know about them

- **Customer Persona**

A specific example of who an individual customer could be

The Deliverables (continued)

Following the process, ECPR will prepare a MAP (Messages, Audiences, Plans) that will outline these audiences, the messages we recommend will be most effective with them and the plan to distribute these messages.

Included in this deliverable package will be a customer narrative, which is a detailed expansion of the traits described in the customer summary.

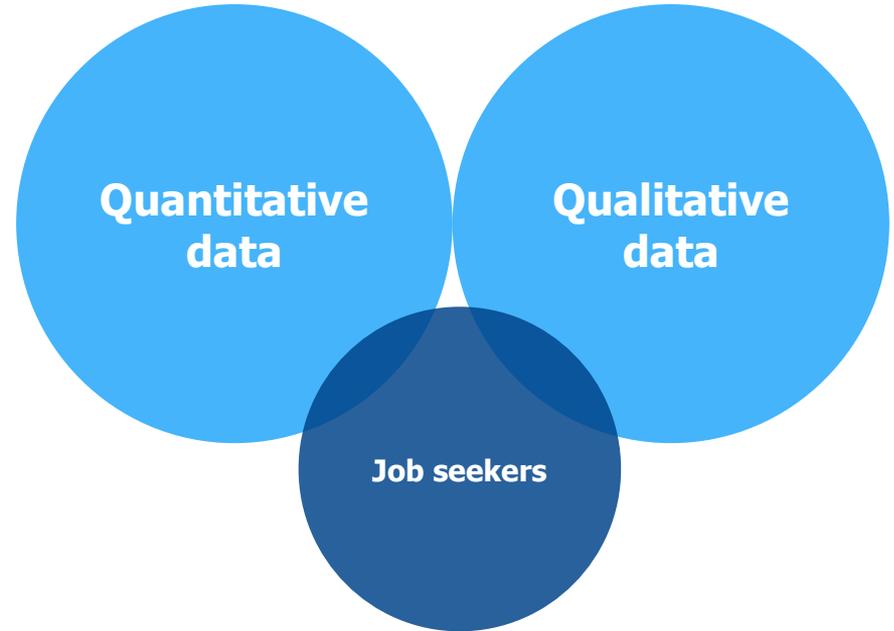
ECPR will also provide suggested metrics to measure the success of customer engagement and utilization of the Workforce Solutions programs and resources offered to job seekers.

The Process

- Interviewed five WFSCA employees at north and south locations
- Received data from 27 WFSCA customers through a survey created by ECPR
- Received data from 48 additional WFSCA customers through a survey created by WFSCA
- Received demographic data of all WFSCA customers

The Results

With our combined quantitative and qualitative data, we came up with five types of job seekers, their detailed descriptions, and their corresponding personas.



The Data

1. The WFSCA customer
2. WFSCA survey results
3. ECPR survey results



WFSCA Customers

	FY18 - FY19 (10,277)			FY20 - FY21 (8,554)	
Race/Ethnicity	#	%		#	%
Asian	280	2.72%		246	2.88%
Black	3,507	34.12%		2,835	33.14%
Hispanic	4,132	40.21%		3,392	39.65%
Native American	203	1.98%		136	1.59%
Other/Unknown	322	3.13%		421	4.92%
Pacific Islander	12	0.12%		17	0.20%
White	1,821	17.72%		1,507	17.62%

WFSCA Customers

	FY18 - FY19 (10,277)			FY20 - FY21 (8,554)	
Gender	#	%		#	%
Female	7,496	72.94%		6,415	74.99%
Male	2,748	26.74%		2,107	24.63%
Other/Unknown	33	0.32%		32	0.37%

WFSCA Customers

	FY18 - FY19 (10,277)		FY20 - FY21 (8,554)	
Education Level	#	%	#	%
Associates Degree	405	3.94%	328	3.83%
Bachelors Degree	651	6.33%	641	7.49%
Doctorate Degree	24	0.23%	18	0.21%
High School Graduate/GED	4,020	39.12%	3,315	38.75%
Less Than High School	1,849	17.99%	1,335	15.61%
Masters Degree	208	2.02%	194	2.27%
No Grade	37	0.36%	10	0.12%
Other Credential	677	6.59%	621	7.26%
Other/Unknown	599	5.83%	690	8.07%
Some College (no Degree)	1,807	17.58%	1,402	16.39%

WFSCA Customers

	FY18 - FY19 (10,277)			FY20 - FY21 (8,554)	
Age	#	%		#	%
b: 16-24	784	7.63%		936	10.94%
c: 25-34	3,729	36.28%		3,468	40.54%
d: 35-49	4,188	40.75%		3,214	37.57%
e: 50-64	1,329	12.93%		805	9.41%
f: 65+	244	2.37%		129	1.51%
z: Other/Unknown	3	0.03%		2	0.02%

Average current age: 38 (FY18 - FY19), 36 (FY20 - FY21)

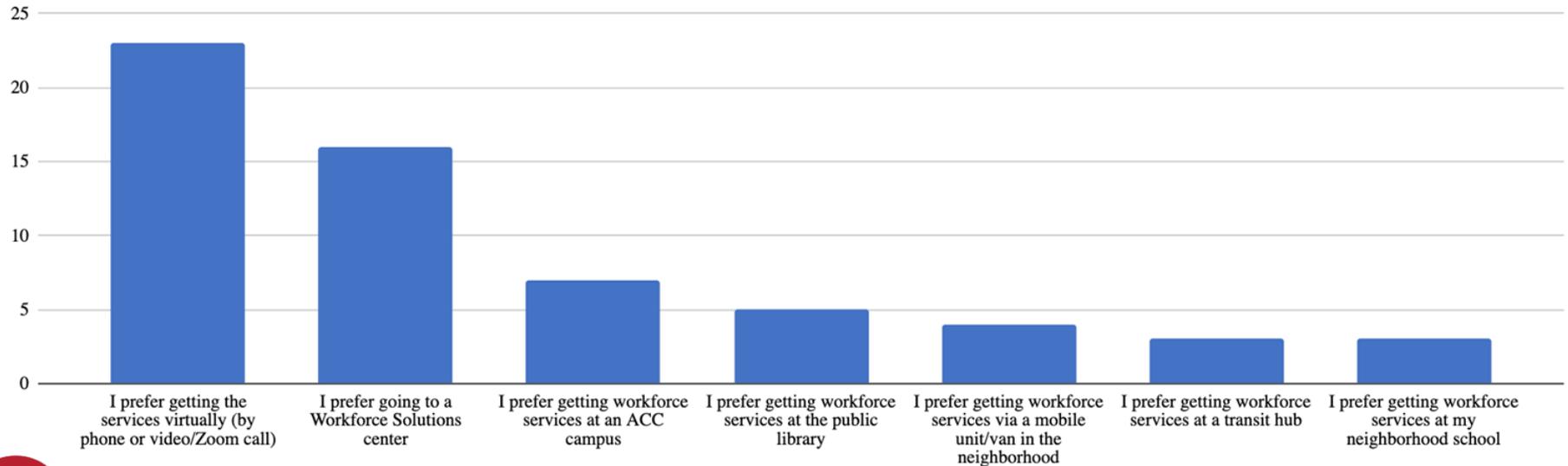
WFSCA Customers

	FY18 - FY19 (10,277)		FY20 - FY21 (8,554)	
Marital Status	#	%	#	%
Divorced	362	3.52%	251	2.93%
Married	846	8.23%	768	8.98%
Other/Unknown	1,546	15.04%	1,304	15.24%
Separated	319	3.10%	278	3.25%
Single	6,015	58.53%	4,941	57.76%
Widowed	18	0.18%	17	0.20%
(blank)	1,171	11.39%	995	11.63%

Average number of children: 1.3 (FY18 - FY19), 1.4 (FY20 - FY21)

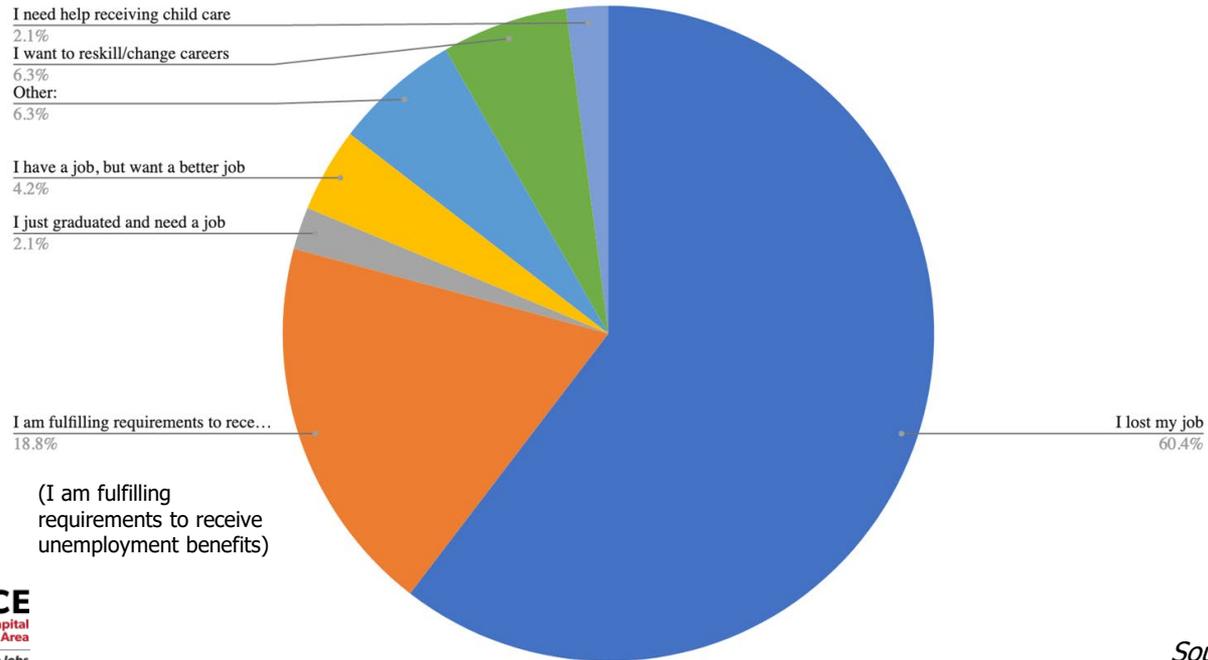
Survey results

Is there a place you would rather get workforce services other than a Workforce Solutions center?



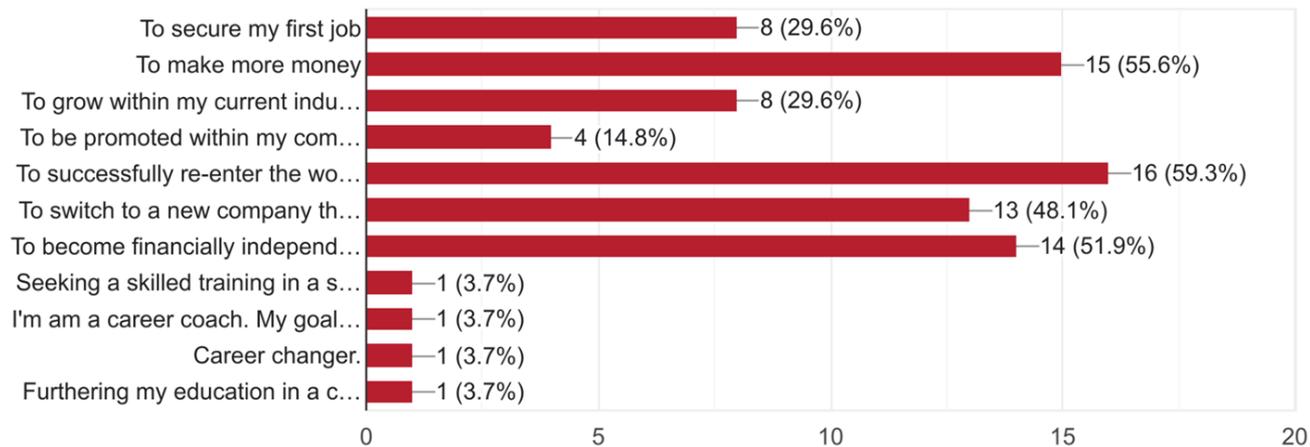
Survey results

What best describes your reason for seeking services at Workforce Solutions?



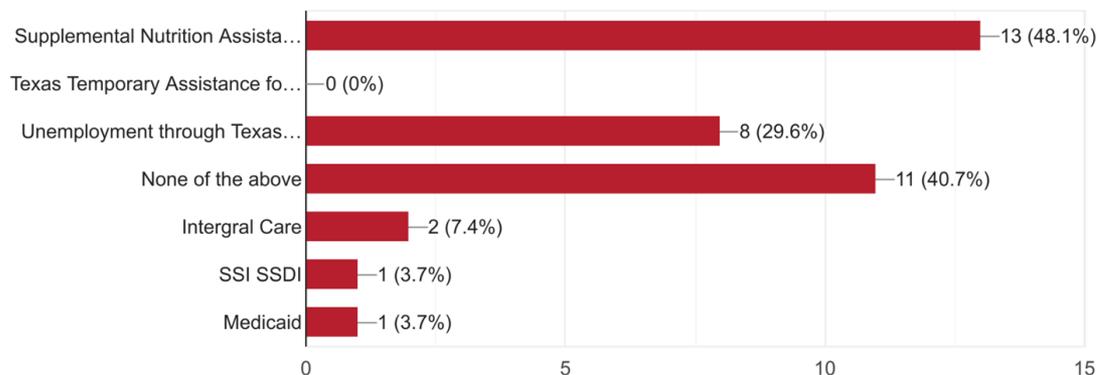
Survey results

What are your top professional priorities?



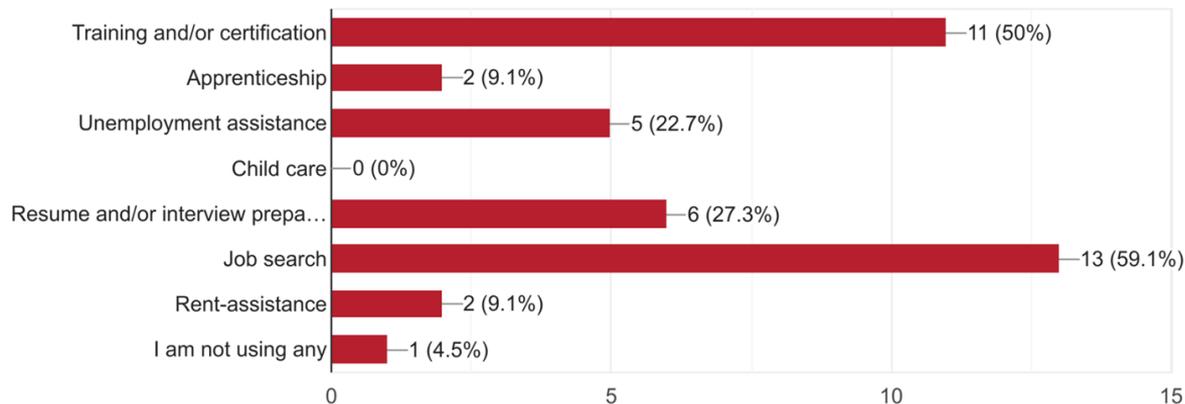
Survey results

Please select any third-party services/programs you are currently enrolled in



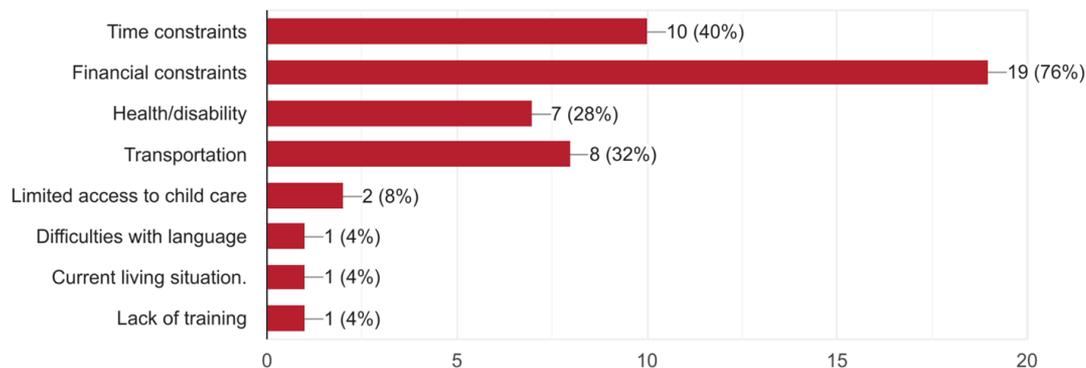
Survey results

Please select all services you are currently using



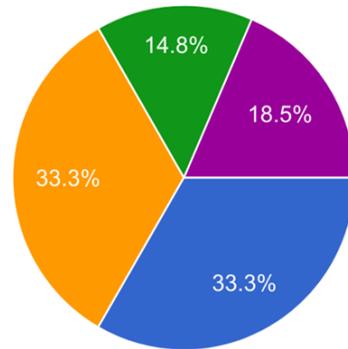
Survey results

What are the top barriers to achieving your professional goals?



Survey results

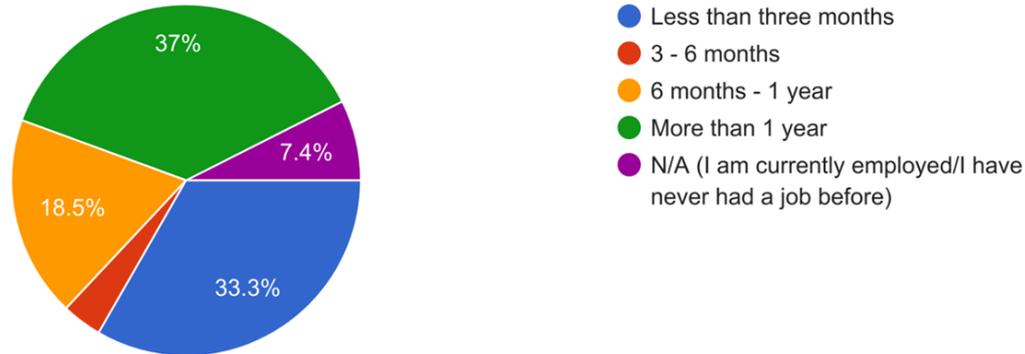
What is your main source for local news?



- Broadcast (TV, radio, podcast)
- Print news outlets (newspaper, magazines, etc.)
- Online news outlets (websites, email news alerts)
- Social media (Facebook, Twitter, Instagram, LinkedIn)
- Word of mouth from neighbors, friends and community members

Survey results

How long has it been since you were last employed?



Five Types of Job Seekers

1. Upskilling Worker
2. Career Change
3. Workforce Entry Youth
4. Workforce Entry Adult
5. Dislocated Worker

Each job seeker category has a summary, a narrative, and one to two specific customer personas.

Customer Summary: Upskilling Worker

Demographic information:

- 20s to 40s
- Married with school-age children

Traits:

- Employed
- Has a growth/advancement mindset

What they want:

- Stay in industry in higher-level position
- Make more money
- Pay down debt/financial freedom
- Advance skills/get training/certification

WFSCA services they use:

- Industry-specific training
- Apprenticeships
- Child care assistance



Customer Summary: Upskilling Worker (cont.)

How they find us:

- Job sites, such as LinkedIn, Indeed
- Social media
- News coverage
- Recommendations from friends/family members

Barriers:

- Understanding of eligibility
- Ability to take time off work for training
- Pride; reluctant to ask for assistance
- Lack of familiarity with WFS

What employers should know:

- Suggesting WFS as a resource to an employee may result in a loyal, long-term employee

What success looks like:

- Completing training and passing certification exam
- Getting a new, higher-paying position

This persona shows us why our training and certification programs are so valuable, and how we can use them to attract people in already established careers.



Customer Summary: Career Change Worker

Demographic information:

- Primarily women
- 30s - 40s
- Many are single mothers

Traits:

- Employed
- Family-oriented

What they want:

- Increased income
- Better benefits
- New field of interest

WFSCA services they use:

- Resume review
- Interview practice
- Industry/career discovery
- Soft skills training*
- Child care assistance



Customer Summary: Career Change Worker (cont.)

How they find us:

- Networking
- Social media

Barriers:

- Time
- Ability to take time off work for training
- Lack of confidence

This persona shows the value of the classic job seeking and networking options we have to offer, and how we can position ourselves as another standard jobs platform like Indeed or LinkedIn.

What employers should know:

- They highly value benefits and having an employer recognize how their past experience can transfer to available roles in higher growth industries

What success looks like:

- Finding a job in a new field where skills can transfer



Customer Summary: Workforce Entry Youth

Demographic information:

- High school or college aged (18-25)
- Single

Traits:

- No stable income, may be unemployed
- Not eligible to receive unemployment benefits
- May or may not have high school diploma
- Value going into the workforce at a young age
- Focused on their personal advancement in life

What they want:

- Land first stable full-time job
- Immediate work experience and benefits
- Financial freedom and independence

WFSCA services they use:

- Help getting uniforms and equipment
- Soft skill training
- Resume building
- Referrals
- Training and certifications
- Depending on the financial situation, they may also need support services such as gas cards, transportation or rent assistance



Customer Summary: Workforce Entry Youth (cont.)

How they find us:

- Through adult role models (Parent/guardian, guidance counselor or community leader)

Barriers:

- May not have their high school diploma
- May be experiencing homelessness
- May not be fluent in English

This persona is valuable to showing our services that connect those to jobs straight from high school or earning a GED. It's important to show that there are possibilities other than higher education.

What employers should know:

- They value structured training and certifications due to lack of experience
- They value employer benefits such as health insurance and PTO
- Values immediate gratification

What success looks like:

- Securing a stable full-time job that will allow them to provide for themselves
- Being able to go through a training process that will set them up for success in their new role
- Gaining new skills



Customer Summary: Workforce Entry Adult

Demographics

- Late 20s to late 60s
- Married, divorced, single or widowed
- Source of income (partner, parents, etc) has vanished

Traits

- Has never been employed/no full-time prior work experience
- Likely starting career later in life
- Likely has children and is family-oriented

What they want

- Financial stability and benefits
- Finding a purpose

WFSCA services they use

- Soft skills training
- Help with getting required job equipment/uniform
- Help discovering marketable skills to begin the job search
- Depending on the financial situation, they may also need support services such as gas cards, transportation or rent assistance

How they find us

- Community organizations
- Friends
- Possibly by networking through a spouse
- Government programs, such as the Texas Workforce Commission
- Local TV, radio or social media ads



Customer Summary: Workforce Entry Adult (cont.)

Barriers

- Lack of work experience, which may lead to lack of confidence
- Access/mobility
- Pride
- Processes can take a significant amount of time

What employers should know

- One of the most common or “top” WFS customers
- Motivated by a change in financial status or push from family

What employers should know (cont.)

- Likely have life experience or street smarts
- May have volunteer (school) or community-based experience)

What success looks like

- Discovering professional strengths and finding a job that utilizes those strengths
- Independence
- Purpose
- Pride of earning their first professional title

This persona shows the value in our ability to discover career options that cater to certain strengths. Even if you don't know what you want to do or be, WFS can help job seekers figure that out.



Customer Summary: Dislocated Worker

Demographic information

- Male or female
- Mid-30s to mid-60s
- Single, married, or divorced
- May or may not have children

Traits

- Previously employed full-time, usually laid off because of company downsizing or external economic factors
- Family-oriented
- Prefers working virtually over traveling to somewhere in person

What they want

- Steady income
- Routine, benefits, sense of self
- Support family
- Become more familiar with the local job market

WFSCA services they use

- Referrals/connections
- Training and certification
- Soft skills training
- Help with getting required job equipment/uniform
- General job search
- Child care



Customer Summary: Dislocated Worker (cont.)

How they find us

- Government programs, like Texas Workforce Commission
- Family, friends

Barriers

- They may not have access to transportation, and they may not have the funds to rent or rideshare
- Lack of familiarity with the process
- These processes can take a significant amount of time

This persona highlights the benefits of our government relationships, and shows that we need to be the number one resource people turn to when facing sudden unemployment.

What employers should know

- These job seekers are smart and have prior full time work experience, can be counted on to complete their work

What success looks like

- Re-entering the workforce in an industry that fits their prior experience and skills
- With this new position comes increased wages and benefits, but also independence, purpose, and pride



Customer Persona: Upskilling Worker

“Do-More David”

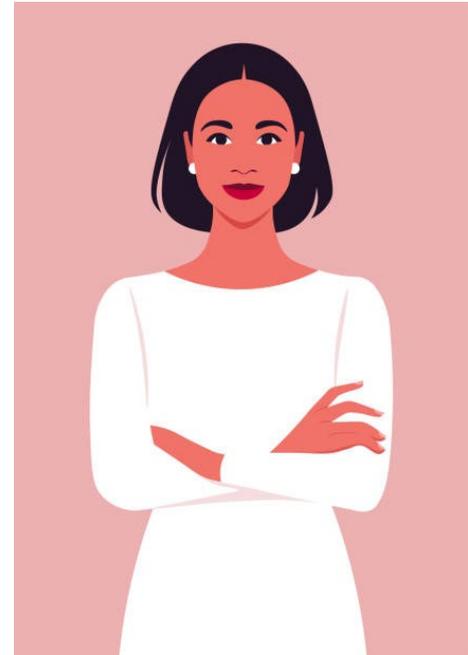
- Black male, 30 years old
- Married for 10 years
- Has two children, ages 8 and 5
- Wife works full-time
- Works in a hospital in radiology, looking to upskill to become a radiology tech
- Very detail-oriented, patient and even-keeled
- Interested in learning more about child care services
- Initially found WFS through LinkedIn, learned more about the organization from internal professional network and decided to reach out via the Work In Texas website



Customer Persona: Career Change Worker

“Career-Change Chloe”

- Hispanic female, 34 years old
- Fluent in Spanish and English
- Recently divorced
- Has one child (shared custody), also caring for elderly mother in-home
- Currently employed in HR with a nonprofit, looking to switch into a new career after 6 years with the same company
- She is good at communicating, resolving conflict, thinking creatively and public speaking
- She wants to be able to use her bi-lingual skills
- Fast-learner, caregiver and interested in innovative tech



Customer Persona: Workforce Entry Youth

“Seeking-Success Sebastian”

- Hispanic male, 20 years old
- Fluent in Spanish, knows basic English
- Son of single mother
- Dropped out of high school during his senior year
- Went back and earned his GED
- Is currently experiencing homelessness
- Is interested in starting a career as a truck driver and would like to learn more about CDL training



“Seeking-Success Samantha”

- White female, 18 years old
- Daughter of upper middle class parents
- Has a history of drug abuse and has a criminal record
- Has a part time job and moved out of parents home
- Graduated high school but does not want to continue her education
- Is interested in entering the healthcare/rehabilitation field



Customer Persona: Workforce Entry Adult

“Starting-Work Stacy”

- White female, 50 years old
- Married with three children: 23, 20 and 18
- Youngest child just graduated high school and moved out of state
- Formerly a stay-at-home mom, but now an empty-nester for the first time
- Husband was laid off and is actively looking for work
- Wants to start doing something to help with finances and pass the time, but unsure of her skills or interests and therefore is not confident in her ability to be successful



Customer Persona: Dislocated Worker

“Dislocated Debra”

- Black female, 41 years old
- Single mother (never married) of one, aged 10
- Philanthropic-minded, looking to adopt another child once finding financial stability
- Interested in child care options
- Had previously been working as a manager in a large local restaurant and event venue, was laid off at the start of the pandemic
- She is great at project management and interpersonal communication
- Appreciates virtual service availability and utilizes them most
- Filed for unemployment and discovered WFSCA through the Texas Workforce Commission
- Once filing for unemployment, joined TANF and SNAP for assistance with child care and food



Big takeaways



We now have a better idea of who the WFS job seeker customers are and what motivates them.

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We know what methods of communication are best for WFS to use when targeting their customers.

...

WFS' biggest customer groups consist of people who are not currently working.

...

There are opportunities for growth by targeting the underserved job seeker categories.

...

Workforce Solutions would benefit from even more quantitative data, and should consider taking on a tech solution that can help better understand the origins of website traffic.

Next Steps

ECPR will use these personas to create a MAP and customer narrative document that will inform future messaging strategy.

ECPR will conduct research into a tech solution that can help Workforce Solutions gather even more quantitative data.

Questions?



ECPR