

WORKBC SELF-SERVE ONLINE SERVICE FRAMEWORK



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1. INTRODUCTION

This Service Framework provides an overview of the Ministry of Social Development and Poverty Reduction's (SDPR) new WorkBC Self-Serve Online service stream, one of three service options within an expanded and integrated future WorkBC Employment Services system.

Building on the guided, one-to-one employment services that people get through WorkBC Centres today, the new approach offers more choice and tailored support to meet people's individual needs. It will support a range of needs, pathways and employment goals.

WorkBC Self-Serve Online offers a suite of digital self-guided services designed for people who want to set, track and pursue their employment goals independently, at their own pace online. From learning about local job opportunities to developing specialized skills, this new service approach will empower job seekers in an increasingly digital world to take control of their employment journey.

2. PURPOSE OF THE SERVICE FRAMEWORK

This Service Framework is intended to describe the model of service delivery for WorkBC Self-Serve Online, specifically how it:

- is designed to provide job seekers with online access to the employment services and supports they need to build their skills and get a job, or a job better aligned with their goals; and
- integrates with the broader WorkBC Employment Services system.



3. VISION

WorkBC Self-Serve Online provides digital services and supports that empower job seekers to confidently and efficiently plan, navigate, and succeed on their journey to sustainable employment. Through services that help with getting a job and planning a career, building foundational skills, accessing targeted skills training, and continued success on the job, WorkBC Self-Serve Online will support job seekers to meet their employment goals in a way that works for them.



4. TARGET POPULATION

WorkBC Self-Serve Online is designed for people who are comfortable navigating a digital platform and who want to set and pursue their employment goals, independently, with the support of digital tools and resources.

5. SERVICE PRINCIPLES

The following principles reflect the foundational values and approaches that guide service delivery for WorkBC Centres.





PERSON-CENTERED

This service principle is based on acknowledging the strengths, goals, and challenges unique to each job seeker, and empowering them to set, pursue, and modify their employment goals in a way that is right for them.



GOAL-FOCUSED:

This service principle reinforces the need to ensure that each service accessed brings the job seeker closer to achieving their goals. Services are guided by an Action Plan and job seekers are prompted to review and revise that Action Plan as needed to reflect their employment journey.



INCLUSIVE & ACCESSIBLE:

This service principle highlights the importance of removing barriers to access and creating a welcoming environment. It emphasizes the importance of considering cultural safety and trauma-informed practices and acknowledging and celebrating a diversity of perspectives. Services and the platform are guided by best practices in language and audio-visual accessibility.



INTEGRATED:

This service principle highlights user experience and ease of service navigation and coordination with WorkBC Centres and WorkBC Employment Readiness. Job seekers are seamlessly directed into the appropriate service approach stream and presented a targeted menu of services based on eligibility, suitability, and delivery mechanism.



INNOVATIVE:

Services are evidence-based and reflective of current labour market trends and new technologies. Service and platform design are informed by best practices in employment services and incorporate modern tools such as behavioral system design and AI technologies to provide a dynamic, self-directed user experience.

6. EXPECTED OUTCOMES

WorkBC Self-Serve Online services are expected to result in the following key outcomes:



Increased Skills

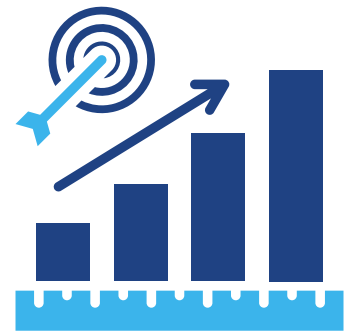


Sustainable Employment

OUTCOMES MEASUREMENTS

These outcomes will be measured through multiple indicators, including participants:

- completing training related to their employment goals
- gaining in-demand knowledge and skills
- getting a job or a job better aligned with their goals
- successfully maintaining employment
- improving their financial situation



7. SERVICES

WorkBC Self-Serve Online is designed to help job seekers progress toward employment. Participants move through services in a way that reflects their evolving goals and priorities. Whether a participant has an extensive employment history and is interested in getting a particular job in a particular industry or is thinking about career development for the first time, there is a WorkBC Self-Serve Online service that can help them achieve their goals.

WorkBC Self-Serve Online includes the following service categories:

SUPPORT TO GET A JOB AND PLAN A CAREER

Services help job seekers explore and articulate their employment goals, then chart a path to achieve them using digital tools and resources.

The platform will support job seekers to develop an action plan through self-assessment tools - to better understand their strengths, develop employment goals, and identify learning, training and support needs.

The intuitive, user-friendly platform will guide job seekers to build a personalized dashboard where they can see their progress at-a-glance, including job search and applications. They can learn about careers and skills that are in-demand locally and across B.C., receive personalized job and training recommendations and then use our cover letter- and resume-builder tools to craft effective job applications.

Job seekers can also submit applications for essential support, such as work equipment needed to accept a job offer.

SUPPORT TO BUILD AND ENHANCE FOUNDATIONAL SKILLS

Self-assessment tools will help job seekers identify the skills they have and the skills they need to develop to meet their employment goals. Self-paced online courses will include topics such as communication, problem-solving, workplace professionalism, job search skills, resume development, or interview skills. Job seekers can get support to upgrade their qualifications (including language proficiency) through short-term training and certifications essential for employment.

SUPPORT TO ACCESS TARGETED SKILLS TRAINING

Job seekers who are eligible will be able to apply for targeted skills training as well as financial supports while in training. WorkBC Self-Serve Online will guide eligible job seekers to identify and apply for skills training courses and field-training opportunities that will improve their employability and competitiveness in the job market, while building professional and personal networks.

SUPPORT FOR CONTINUED SUCCESS ON THE JOB

Services include online courses and information to help people once they are in a job to continue to develop skills and address challenges. From understanding workplace culture and expectations to navigating communication challenges, the WorkBC Self-Serve Online library of courses, guides, and videos will equip users with the information they need to ensure continued workplace success.

8. SERVICE INTEGRATION

WorkBC Self-Serve Online will exist as part of an integrated system of employment services, designed to offer more choice and tailored support to meet people's individual needs.

WorkBC will offer three different employment service stream options – all part of the same WorkBC system. People can start in any part of the system, accessing services that best meet their needs. If those needs change, they will be supported to transition to services that meet those changing needs.

WorkBC Employment Services



WORKBC SELF-SERVE ONLINE

- Mobile-friendly online services
- Job opportunities + self-assessments
- Online resume + cover letter tools
- Virtual training + workshops
- Personalized dashboards

WORKBC CENTRES

- Easy registration
- Welcoming environment
- One-to-one personalized support
- Guided career counselling, skills training, resume + interview skills
- On the job supports



WORKBC EMPLOYMENT READINESS

- Specialized supports for youth + people facing complex challenges
- Trauma-informed approach
- Setting job-related goals
- Workshops, peer-mentoring, resume building
- Referrals to wrap-around supports

WorkBC Self-Serve Online participants will plan their employment journeys and access employment services independently using the WorkBC Self-Serve Online platform.

People who access the platform and, through reviewing service offerings and completing self-assessments, learn they need guidance and support from an employment counsellor in a WorkBC Centre or the specialized support of Employment Readiness services, will receive clear, user-friendly instructions for contacting service providers.

9. SERVICE DELIVERY EXPECTATIONS

Job seekers who choose to access WorkBC Self-Serve Online can expect services will be:

Inclusive & Accessible:

Provided through a digital platform that job seekers can access based on their needs and goals. Service content is inclusive and culturally relevant, with platform design optimized for language and audio-visual accessibility. Clear, user-friendly support resources include user guides, FAQ's and chatbots.

Empowering:

Services empower job seekers to identify and independently pursue and achieve their employment goals. Services and content are accurate, up-to-date, and relevant to the British Columbia labour market.

Interactive & Customizable:

Job seekers use self-assessment tools, engage with automated prompts, and select from service menus based on their goals and needs, planning their employment journeys in ways that work for them.

Efficient:

24/7 platform access means job seekers can access the services they need anytime, allowing them to plan, pursue, and achieve their employment goals as quickly as possible.



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This program is funded by the Government of Canada
and the Province of British Columbia.