California National Guard (CAARNG)
ChalleNGe Academy Implementation of Academy Recruiting System

CUSTOMER COMPANY PROFILE

LOCATION:	*Los Alamitos, CA, USA*
EMPLOYEES:	*168*
INDUSTRY:	*Education*
Solution(s):	*Community Cloud, Service Cloud, Chatter*
GO LIVE DATE:	*1/10/2020*

CUSTOMER OVERVIEW

The California National Guard (CAARNG) Youth Academies provide community-based programs that lead, train, and mentor at-risk youth to become productive citizens through three youth academies; Discovery, Grizzly, and Sunburst. CAARNG Academies serve California communities and families that entrust students to its care. They deliver national, high-quality educational support programs within a structured military / academic- environment. HigherEchelon's objective was to automate the academy recruiting processes by developing enhanced efficiencies, new communication capabilities, and an effective data management process.

Challenge	Solution	Results
• Recruiting was conducted statewide via Excel, paper, and other manual methods with no centralized system to track and document recruiting activities. • The application process was paper-based and required completion of up to 16 forms. Each academy had their own application forms and collected their own unique information. • Candidate evaluation and scoring was conducted manually in Excel. • Information exchanged between recruiters and candidates was tracked by email, Excel, or Google Sheets. • Data security was not standardized or regulated between the different academies and different job roles. • Time spent compiling and translating TABE data took 8 to 16 days per year, per academy. RAND report generation took 10 days per year.	• Standardize youth and mentor candidate applications across the three academies allowing recruiting managers to assist other programs without additional training. • Build a candidate community where youth and mentors could complete the application process, initial interest, application submission, and follow-on notifications, and then interaction with academy staff. • Automate monthly program reporting ensuring required timelines were met and information was archived. • Streamline academy mentor assignments and bulk edits using list views and "easy to use" actions. • Develop email alerts and templates for process milestones to lower email and administrative workload.	• An online portal with automated processes capable of supporting the entire application lifecycle, significantly streamlining the existing paper-based process. • Real-time tracking and reporting providing a 360°view of candidates. • A centralized location to log, track, and store all applications and documents with role-based restrictions. • A mobile functionality for mobile staff. • Enabled Chatter to promote collaboration between staff, recruiters, and candidates.

Notes

- This customer is extremely pleased with the outcome of the effort. They refer to the project as "unantique-icating" their current environment.
- Customer has volunteered to join calls with other ARNG components and assist them in transitioning to a Salesforce solution.
- By joining three (3) academies in one (1) solution, data may be readily analyzed at the state level, eliminating the need to compile data across multiple sources.
- State and academy directors can view live data on academy performance and milestones, rather than waiting for recruiting managers to submit data to RAND and read the report when it gets published to Congress.
- Salesforce mentor and case manager automation eliminates arduous manual email exchanges to track mentor monthly reporting requirement.
- Student ID assignments are now automatically assigned based on calendar year, academy name and class assignment.
- CA Jobs Challenge team can reference existing cadet information already provided during academy application process, removing duplication of admin effort across many forms.

Quantitative Results if Available

- Translating TABE data took 8-16 days to compile per year per academy. Now takes a few minutes.
- RAND report generation took a full-time employee 10 days to compile per year per academy. Now it is a standard report that can be run at any time.
- Every year will save each academy 18-26 days of manual compiling of data into Excel to be used for other duties.
- Automating candidate communication has eliminated approximately 600 hours of recruiter workload per year.

Additional Details

Competitors of Salesforce engaged in sales cycle:	Microsoft Access Databases in use. Custom tool called Cadet Tracker.
Previous technology replaced by Salesforce:	Microsoft Excel Spreadsheets, Google Sheets, Microsoft Access Databases, Email, Paper-based processes
Salesforce products deployed:	Service Cloud, Community Cloud, Chatter
Customer Business Model (B2B, B2C, or Both)	B2C
Salesforce Product features:	Lightning: Lightning Deployment Sales Cloud: Accounts, Contacts, Mobile, Operational Analytics (Reports & Dashboards) Service Cloud: Service Communities and Portals, B2C Community Cloud: Customer Community – Self Service (B2C), Lightning Community Deployment, Customer Community – User Group/Advisory Council, Chatter (Process Collaboration)
If using Service Cloud, list use case (e.g. customer support, call center, field service, telesales, etc.)	Recruiting Community
Integrations:	N/A
AppExchange Apps/Partners	N/A

Screenshots of app or implementation (if applicable)

Web form for Mentor and Youth Applicants
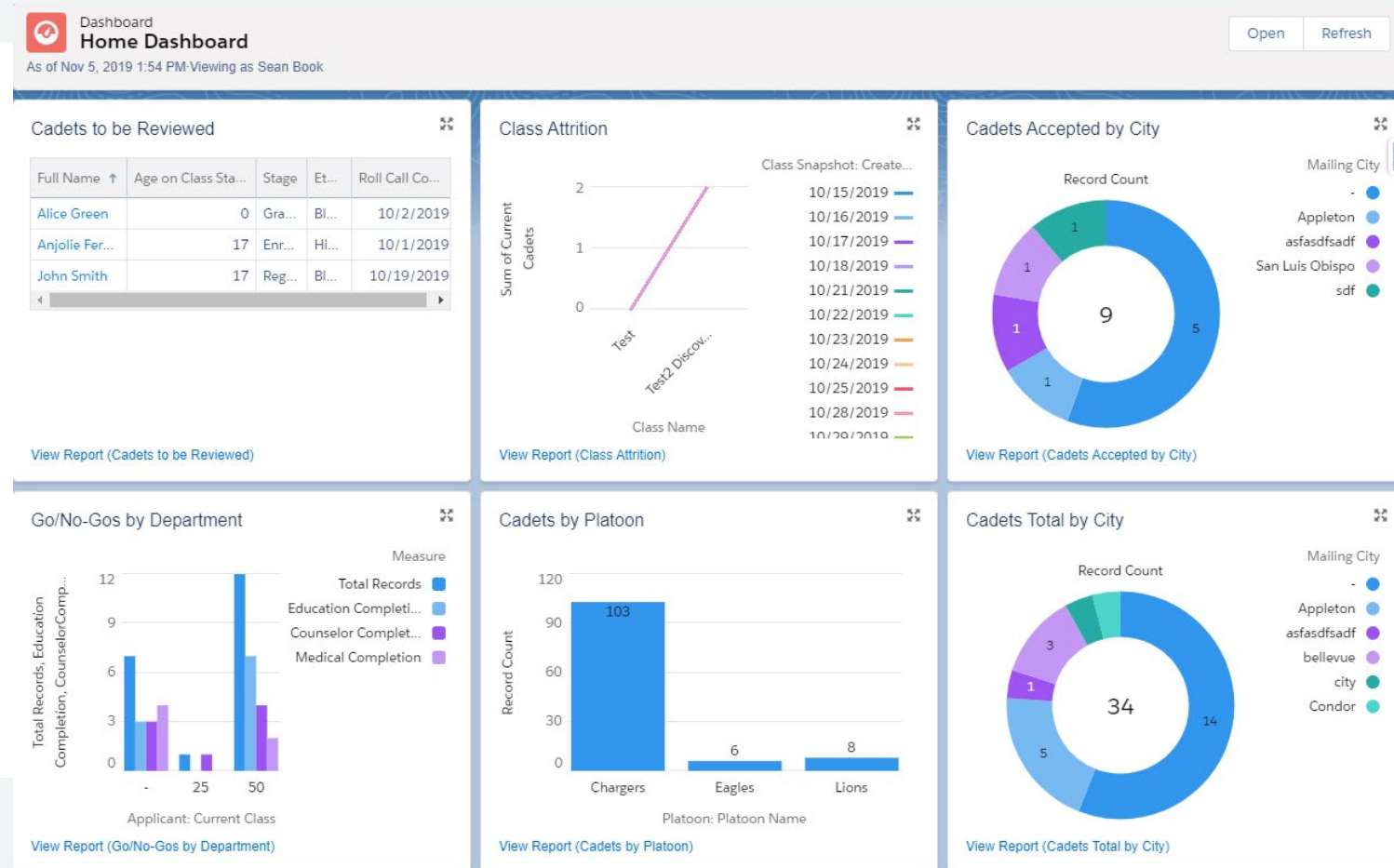
Dashboard detailing key recruiting metrics

Screenshots of app or implementation (if applicable)

Applicants sign and complete application using Salesforce Community login

Screenshots of app or implementation (if applicable)

Applications include many required forms that must be completed before advancing to the next application stage

Screenshots of app or implementation (if applicable)

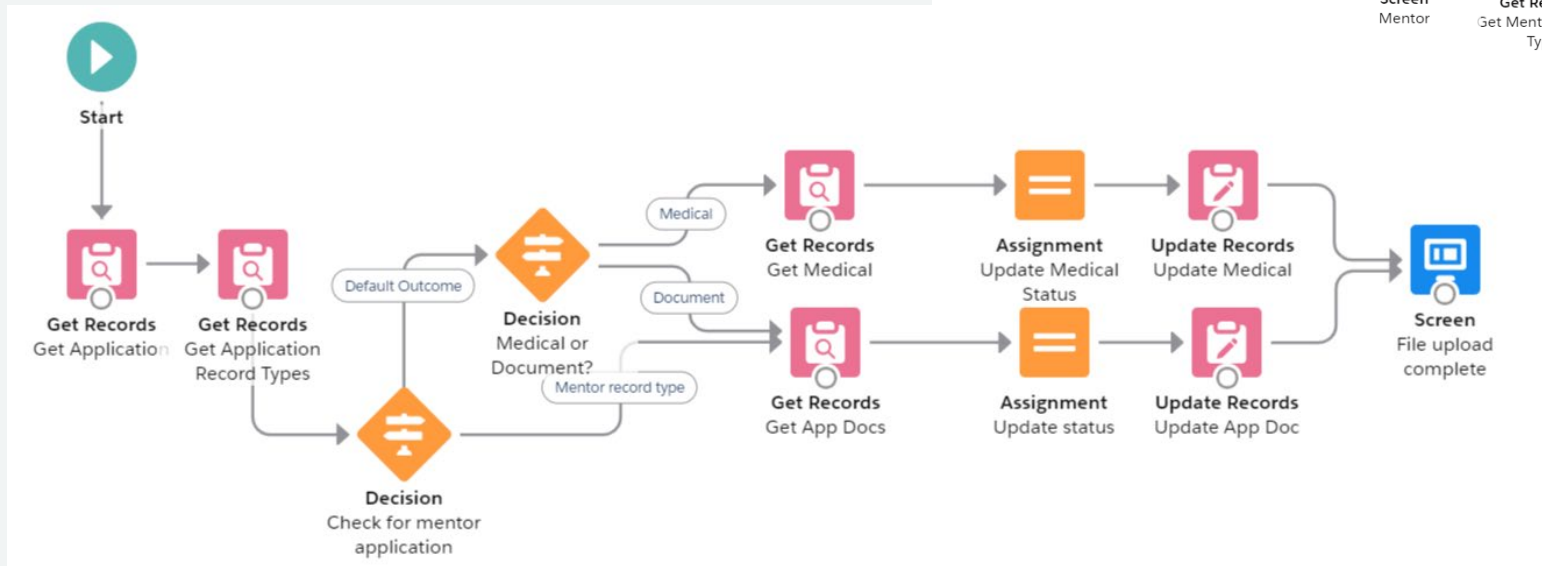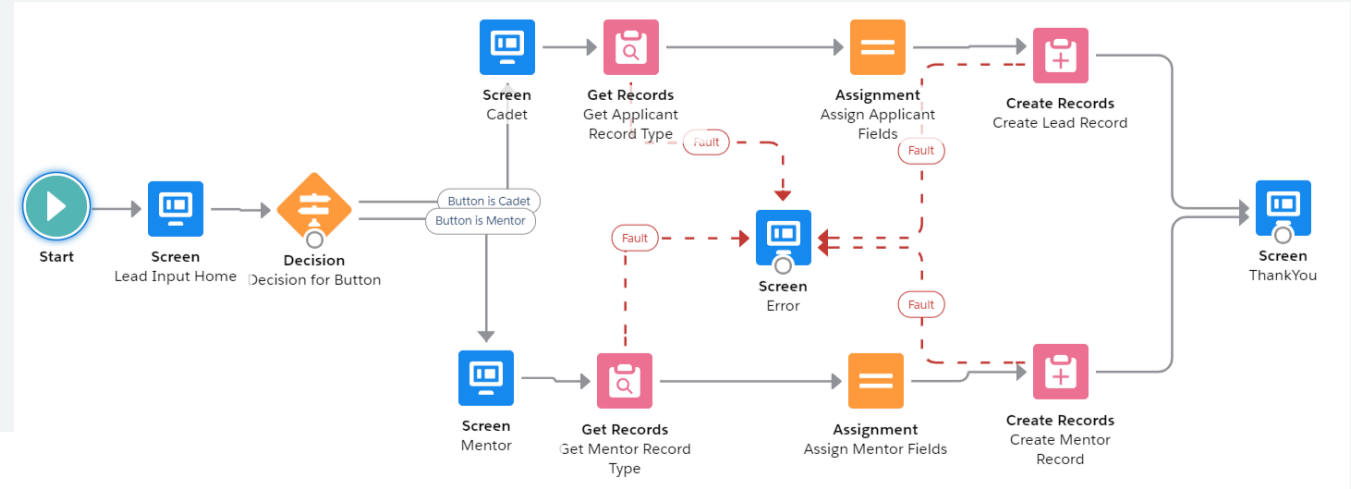Add scanned files and documents to applications for recruiter review

Screenshots of app or implementation (if applicable)

Flow Builder is used to complete complex business requirements using clicks, not code

Sharing Guidelines

These questions are required for your story submission to be accepted. We will not contact the customer without reaching out to you first.

Sharing Use Case	
Can Salesforce AEs share this story and overview slide in sales settings?	Y
Can Salesforce AEs mention the customer name in sales settings?	Y
Is this customer willing to act as a reference customer for prospects?	Y
Would the customer be willing to speak at Dreamforce or other events?	Y

Submitter Information (Partner Information here)	
Name of reference approver:	Tim Pash
Title of reference approver:	SVP, Salesforce & IT Services, HigherEchelon, Inc.
Email of reference approver:	Tim.pash@higherechelon.com