



# California National Guard (CAARNG)

## ChalleNGe Academy Implementation of Academy Recruiting System

### 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.



### 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

Challenge	Solution	Results
<ul style="list-style-type: none"> <li>Recruiting was conducted statewide via Excel, paper, and other manual methods with no centralized system to track and document recruiting activities.</li> <li>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.</li> <li>Candidate evaluation and scoring was conducted manually in Excel.</li> <li>Information exchanged between recruiters and candidates was tracked by email, Excel, or Google Sheets.</li> <li>Data security was not standardized or regulated between the different academies and different job roles.</li> <li>Time spent compiling and translating TABE data took 8 to 16 days per year, per academy. RAND report generation took 10 days per year.</li> </ul>	<ul style="list-style-type: none"> <li>Standardize youth and mentor candidate applications across the three academies allowing recruiting managers to assist other programs without additional training.</li> <li>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.</li> <li>Automate monthly program reporting ensuring required timelines were met and information was archived.</li> <li>Streamline academy mentor assignments and bulk edits using list views and "easy to use" actions.</li> <li>Develop email alerts and templates for process milestones to lower email and administrative workload.</li> </ul>	<ul style="list-style-type: none"> <li>An online portal with automated processes capable of supporting the entire application lifecycle, significantly streamlining the existing paper-based process.</li> <li>Real-time tracking and reporting providing a 360° view of candidates.</li> <li>A centralized location to log, track, and store all applications and documents with role-based restrictions.</li> <li>A mobile functionality for mobile staff.</li> <li>Enabled Chatter to promote collaboration between staff, recruiters, and candidates.</li> </ul>



# Additional Detailed Information and Quantitative Results

## Optional Commentary and Notes about Details of Deal or Implementation



### 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.



## Solution Details




### 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)



**CAL GUARD**  
CALIFORNIA MILITARY DEPARTMENT  
CHALLENGE ACADEMYS

**Personal**

\* Student First Name

Middle Name

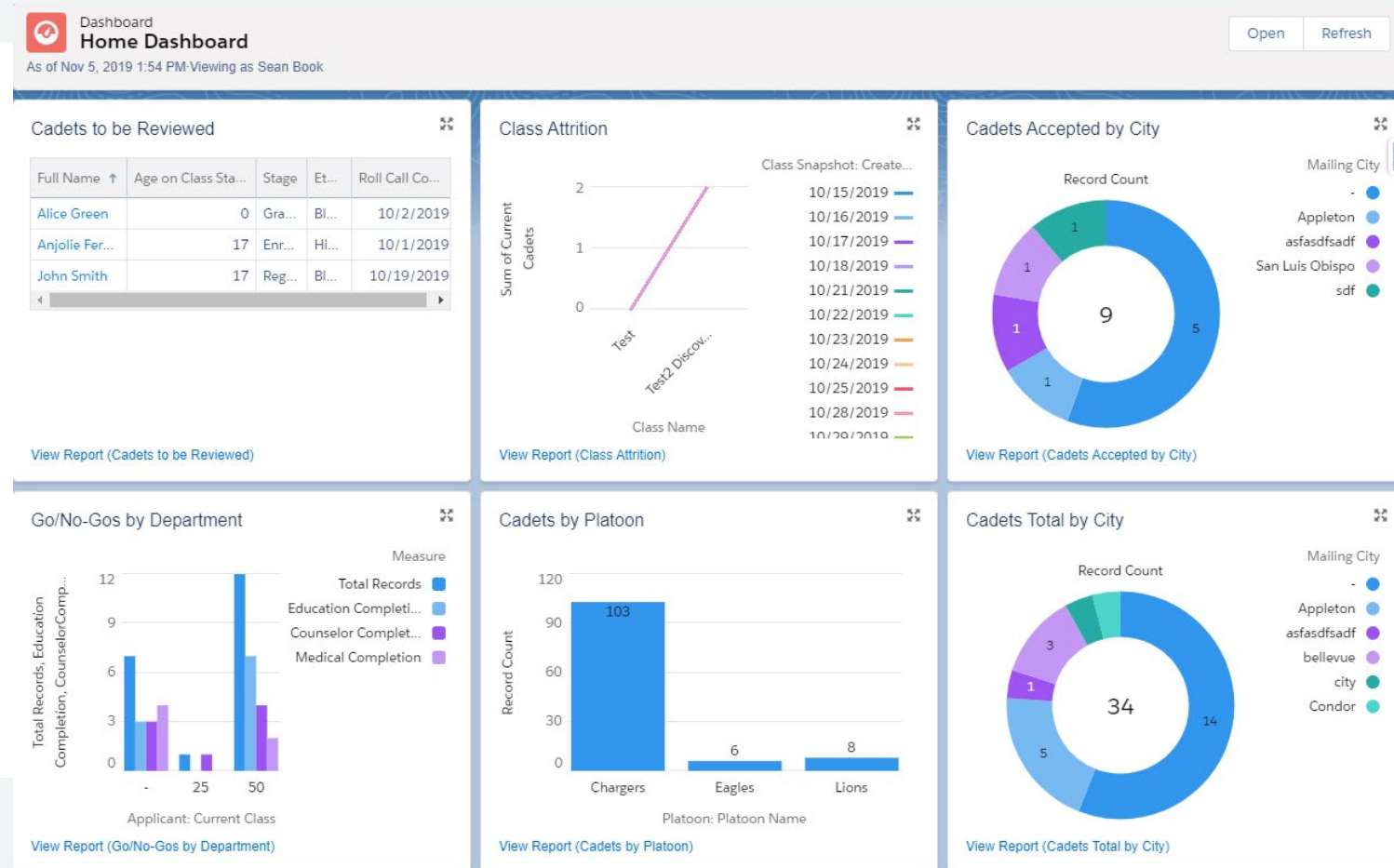
\* Student Last Name

Suffix

\* Student's Birthday

\* Gender  
--- None ---

Web form for Mentor and Youth Applicants



Dashboard detailing key recruiting metrics



# Screenshots of app or implementation (if applicable)



Search... SEARCH TEST YOUT...

HOME APPLICATION MY MENTORS GROUPS CONTACT US

✓ ✓ ✓ ✓ ✓ ✓ PII Media Rel... Acknowle... Confident... Mentor P... Applic

### Authorization To Collect And Store Personal Individual Information (PII)

Sunburst Youth Academy, as an agent of the California Military Department and the State of California, collects personal information requested in the application forms and information generated during residential and post residential phases as authorized by the Information Practices Act of 1977. Personal information is information about a natural person that identifies or describes an individual, including, but not limited to, his or her name, social security number, physical description, home address, home telephone number, education, financial matters, and medical or employment history, readily identifiable to that specific individual. Personal data collected shall be relevant to the purpose for which it is needed. Sunburst Youth Academy uses this information principally to identify and evaluate applicants for acceptance into the program as well as for inclusion into program databases maintained by the academy. Submission of the requested information is mandatory. Sunburst Youth Academy cannot consider your application for review and acceptance unless you provide all of the requested information. You may review the records maintained by Sunburst Youth Academy that contain your personal information, as permitted by the Information Practices Act. Sunburst Youth Academy makes every effort to protect the personal information you provide as required by Privacy Act of 1974, Family Educational Rights and Privacy Act of 1974 (FERPA), Information Practices Act (Civil Code Section 1798 et seq.), the Public Records Act (Government Code Section 6250 et seq.), and Government Code Section 11015.5. Personal data collected may not be disclosed, made available, or otherwise used for a purpose other than those specified, except with the consent of the subject of the data, or as required by law or regulation.

By signing below, you hereby agree to and acknowledge the collection and storage of personal identifiable information about yourself and your child applying to Sunburst Youth Academy, as well as other persons you list in the Sunburst Youth Academy application forms and residential and post-residential phases. Additionally, you acknowledge receipt of information listed in paragraph one of this page as it describes Cadets status for registered/enrolled Cadets.

\* Applicant Signature  
Test Youth 7

\* Parent/Guardian Signature  
Test Parent 7

Save & Continue

Applicants sign and complete application using Salesforce Community login



# Screenshots of app or implementation (if applicable)



Search... SEARCH TEST YOUT...

HOME APPLICATION MY MENTORS GROUPS CONTACT US

✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ Mentor P... Applica

### Mentor Program Explanation

Every cadet at Sunburst Youth Academy ChalleNGe Academy MUST have a mentor. Choosing a mentor is a very important decision. Please put some thought into the process. The mentor should be someone that YOU, the applicant, picks. Your mom or dad can make suggestions, but the decision should be yours. Once you are here, your mentor will be writing to you and you will be writing to your mentor.

Your mentor is also able to visit while you are at Sunburst Youth Academy ChalleNGe Academy, so try and pick someone who will be "in your corner"! Some qualities to look for when choosing a mentor might be: a good listener; a person who enjoys being with teenagers; someone who is a good role model; a mature adult who really cares about your success.

- The mentor should be someone of the same sex as the youth and not a close relative or living in the same home as the applicant.
- The mentor should live within the same community as the youth and be 25 or older.
- Good choices might be: a coach, neighbor, teacher, principal, counselor, pastor, church friend.

Have you already found a mentor?

\* Applicant Signature  
Complete this field.

\* Parent/Guardian Signature  
Complete this field.

Previous Save & Continue

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



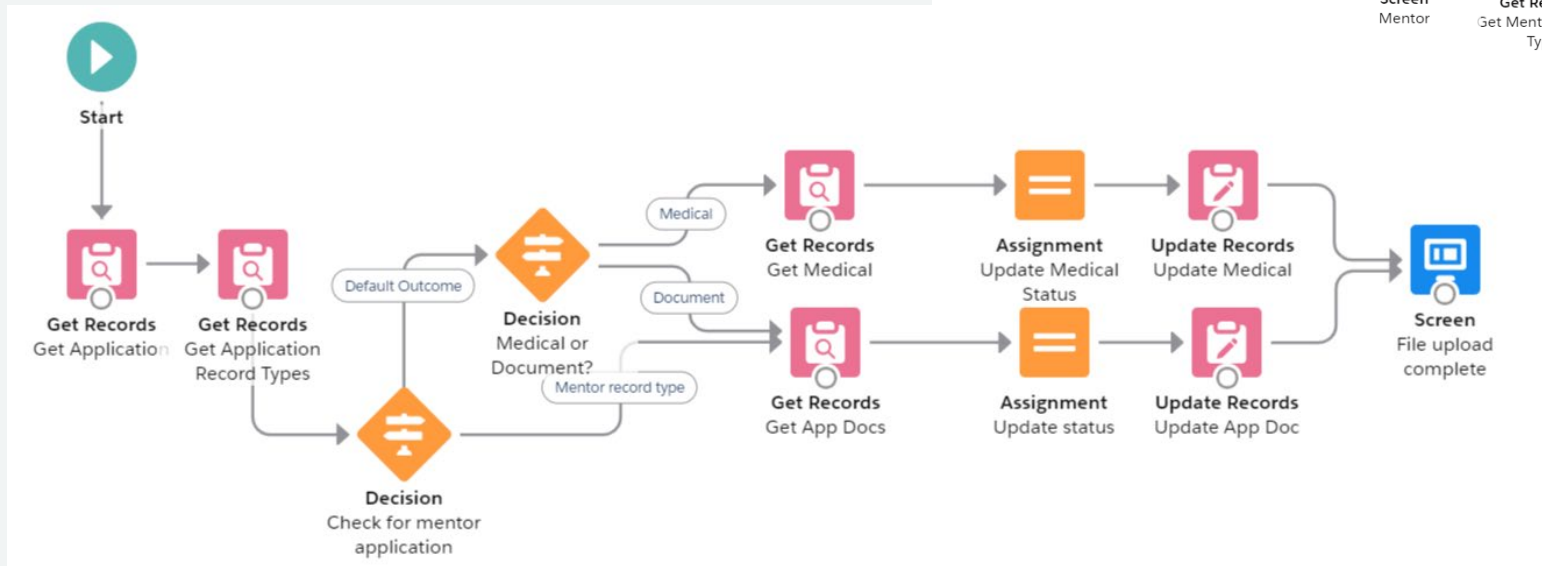
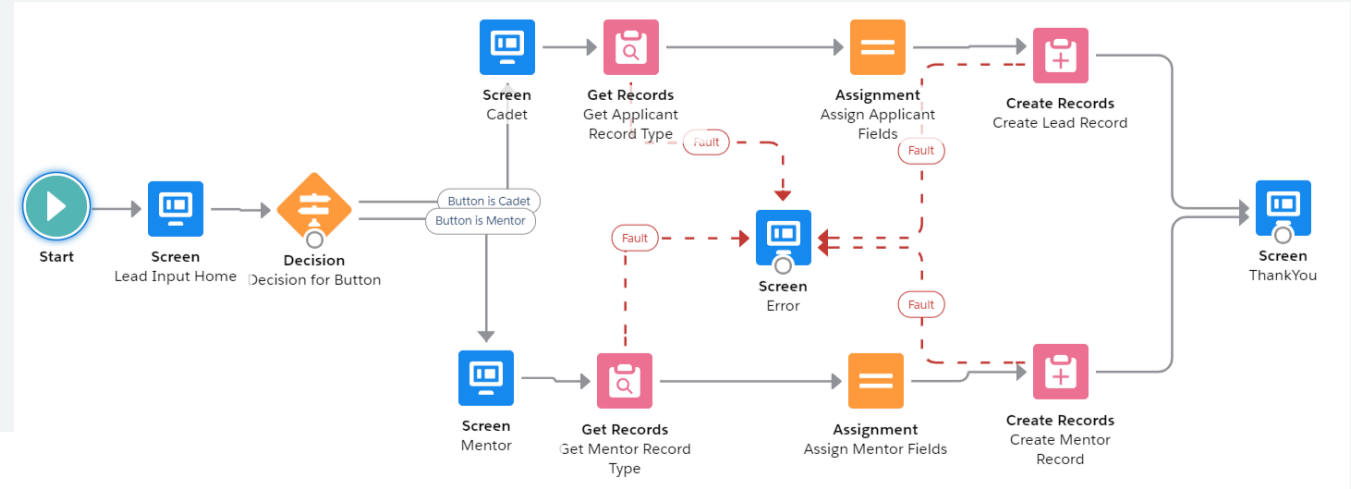




# Screenshots of app or implementation (if applicable)



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