

Program/Initiative Title: Traitify
WDA Name: Dakota-Scott/WDA 14

Overview describing the innovative practice

In 2017, the Dakota-Scott Workforce Development Board's (WDB) Youth Committee learned about Traitify; a personality assessment available through Monster Government Solutions. Users can use their phone, computer or tablet to swipe through a short series of photo images, answering "Me" or "Not Me" to generate individualized results. It takes just two minutes - or less - to go through the selections and then receive your assessment including information about careers, jobs, and the required education based on your personality and preference data. <https://dakotamn.traitify.com/sessions/new>

Before obtaining a license for the program, the Youth Committee conducted a two week pilot to determine its potential value for supporting the career, education, and employment needs of clients and service providers. The pilot resulted in 127 completed surveys with an assessment completion rate of 99%. To further determine the program's value, user and administrator feedback was collected using an open-ended questionnaire which provided information relating to Traitify's ease of use, completion time, accuracy, quality of results, and general opinion of the tool. Overall, feedback was positive and included:

- "This assessment is SOO simple and easy. I think it has high value/reach to so many different populations including ELL speakers, people with a disability, youth, and more."
- "Yes, 100 times yes! I was able to naturally infuse the assessment into almost every meeting I had with students over the last 2 weeks. The results apply to so much I do in Career Services and really helped each student I worked with confirm a decision they were sorting out OR help them learn something about themselves that they will take into the workforce."
- "I think it makes a home visit more purposeful. For me it was good to talk with all the adults and the kids in the home about their personalities and possible career matches."

Following the pilot, the Dakota-Scott WDB procured a Traitify license for use by residents of Dakota and Scott Counties. Residents now have unlimited, free access to Traitify via the Dakota County and Scott County websites as well as from other collaborators. More than 1,300 users have completed the Traitify personality assessment between its launch on April 16th, 2018 through July 31, 2018. The WDB's goal is 2,000 users by July 2019.

Jobseeker impact (ie: benefits, outcomes for jobseekers)

Personality assessments have long been used to help to explore career options. Traitify is a visual assessment that generally takes less than 2 minutes to complete. Many text-based assessments are heavily concentrated and can take 30-60 minutes to complete. Such factors can drastically cut down on the number of people who complete them. Traitify's ease of use and fast completion rate helps engage a variety of job seekers from youth to seniors, as well students in secondary/postsecondary education. Traitify users have stated:

- "I have taken some that were 45 minutes long... this was quick and easy."
- "Easy to use, and very quick, accurate results."
- "When I first learned about this tool I ended up telling people at work AND at home about this! I want to share it with everyone because of its simplicity and quality of information provided."

Completed assessments deliver actionable results for both users and administrators. Various county departments and local service providers utilize Traitify (in addition to existing career exploration and counseling) to supplement program services related to career awareness, education, and employment. Traitify has added to programs/services by igniting career conversations and providing users with:

- A breakdown of how one stacks up against Traitify's seven core personality types
- Information about the kinds of people and work environments that help one thrive
- Potential work-related strengths and weaknesses
- Personalized recommendations for careers aligned specifically with one's unique set of personality traits
- Essential details about each career recommendation — what level of education you need, what to expect in terms of salary, potential job growth and more

Personalized career matches pull from the O*Net Database which contains relevant information including salary, required education, etc. Such information can be used to plan the next career, job, and/or educational move.

Employer/Community impact (ie: benefits, outcomes for non-jobseekers)

Traitify helps match users with careers and jobs as well as academic majors and programs. Local businesses, colleges, training facilities, and organizations may be linked to Traitify's career matches allowing users to explore various resources within the area. Open job listings are also displayed allowing users to explore potential employers and real-time opportunities (job listings are pulled from Indeed). Both of these features help expose local businesses and community organizations to users.

Also, those who are more aware of their own personal attributes and preferences may be more likely to consider such factors when deciding on a major, looking for a job, finding a career path, etc. Self-awareness may help reduce the indecisiveness that can occur when choosing a career, education, and/or employment opportunity. Potentially, this could help reduce turnover and strengthen chances for success. One college counselor reported that she finds the tool helpful as many students she works with are entering college but really don't know what career they want to pursue.

Ultimately, we also plan at looking at the aggregate data about the users to see where what careers are showing up most frequently. Based on that info, we'll then review how this may tie into training program offerings, workshops and/or communications to the overall community.

Identification of those involved, including collaborators

Dakota-Scott's adventures with Traitify began with the pilot. Various county departments and community service providers were the front runners in helping to test and evaluate Traitify. Those involved in the pilot include:

- Dakota-Scott Workforce Development Board
- Dakota County Youth Committee
- Dakota County Workforce Services
- Dakota County Community Corrections
- Dakota County Social Services
- Dakota County Minnesota Family Investment Program
- Inver Hills Community College
- Monster Government Solutions
- Traitify

Following the pilot, there was a lot of work happening behind the scenes. From securing the contract to getting Traitify on the County websites, many departments and organizations worked closely in the implementation process:

- Dakota County Attorney
- Dakota County Contract Services
- Dakota County Communications
- Scott County Employment and Training
- Dakota County Library
- Adult Basic Education, #196
- Burnsville Chamber of Commerce

Leveraging/alignment of outside resources

Looking ahead, Dakota and Scott County will continue connecting with school districts, community service organizations, and others to spread the word about Traitify as an available resource tool. Additionally, we are discovering ways to incorporate Traitify across a number of areas including:

- Traitify will be accessible at various career fairs and/or hiring events
- Community Transition Interagency Committee (CTIC) Reality Store
- Various County events such as the South of the River Resource and Education Fair
- Library workshops

Ideas for replication/lessons learned

Upon learning about Traitify, one of the biggest concerns was data privacy. Initially, the Traitify log-in page collected various user information such as a name and e-mail address. The Dakota County Attorney's office, contract staff, and workforce services staff worked with Traitify to address these concerns. It was decided that no identifiable information would be collected from users. As a result, Traitify programmers needed to modify Traitify from its original form. These changes took longer than anticipated and required a lot of trial and error to ensure the modifications met expectations.

Traitify could easily be replicated in other areas keeping in-mind data privacy and that any individualized modifications will require a reasonable amount of time. Including potential stakeholders in the pilot phase was instrumental in a) determining the product's value; b) developing a team of early adopters and c) proving external support.

Finally, a key component for replication is ensuring that there is a marketing plan for disseminating the info to potential users.