How Do You Tap Emerging Talent Streams to Build the Workforce of the Future?

Opening worlds for 110,000 students in 36 states

Too often, opportunity is not where the talent is. Large communities of eager low-income young people lack resources to explore their full potential. Yet, businesses are keen to diversify their workforces to meet the needs of diversified customer bases. Enter New York–based not-for-profit NAF. By liaising underserved high school students with business communities across the United States, it enables students who stay on track with their education to discover uplifting employment opportunities. To fulfill its vision of connecting a million students with business mentors, internships, and – ultimately – great jobs, all NAF needed was a technology platform that could scale.
NAFTrack helps high school students – 88% of whom are ethnic minorities and girls – discover their future job potential.

With SAP® SuccessFactors® solutions and the SAP Business ByDesign® solution, NAF has the tools to bring job opportunities to high school students across the United States by:

• Creating connections between students and business leaders, which encourages students to reconnect when the time comes to seek employment
• Allowing students to build online profiles that showcase their interests, strengths, and qualifications over the course of their educational career
• Letting students interact with each other, with NAF alumni, and with mentors to see firsthand how the NAFTrack certification program can benefit them – all based on SAP Jam™ Collaboration
• Engaging businesses on an HR platform they are already using in their own operations
• Helping businesses post job requirements and information on the career path students should take to get to those jobs in the future – putting businesses on track to achieve the diversity that will benefit them in the future
• Providing online learning, freeing teachers from classrooms to help more students gain NAFTrack certification
• Unifying operations and providing the scalability to support students today and a million more in the future

“We tried building a platform on our own, but students weren’t convinced. With SAP SuccessFactors solutions, almost every student is creating a profile and vigorously engaging in the program. They light up when they see everything it can do.”
Lisa Dughi, President, NAF