



CASE STUDY

Building Stronger Partnerships Through Digital Connection: How Ventura County Revolutionized Referrals with CTS ATLAS CommUNITY Connexions

OVERVIEW

The Workforce Development Board of Ventura County (WDBVC) is a leading force in advancing economic opportunity for businesses, workers, and job seekers throughout Ventura County. As the region's chief architect of workforce programs, WDBVC recognized a growing challenge: fragmented communication and limited visibility in partner referrals. Determined to strengthen collaboration and deliver faster, more effective support to their community, the board implemented CTS **ATLAS CommUNITY Connexions**—a centralized, closed-loop referral system that streamlined partner engagement and modernized intake workflows. Ventura WDBVC pioneered the development of an external URL and digital self-assessment form, empowering residents to identify their needs online. A centralized intake specialist now reviews submissions, contacts clients directly, and documents referrals in real time through **ATLAS**. The result: improved efficiency, enhanced data tracking, and a dramatic increase in partner collaboration and referral outcomes.

BENEFITS

- **300% Increase in Referrals**
- **Enhanced Partner Collaboration**
- **Time Savings and Efficiency**
- **Improved Data Transparency**

SOLUTION

01

External URL and Self-Assessment Form

Ventura WDBVC empowered residents to self-identify needs through an online form, eliminating intake delays and creating a seamless entry point for services.

02

Centralized Intake and Partner Collaboration

A centralized staff member reviews referrals, contacts clients, and assigns cases to the appropriate partner agencies directly within **ATLAS**—creating a clear, documented workflow.

03

Integrated Employer Management

ATLAS provides Ventura with measurable outcomes—tracking referral acceptance rates, identifying top service needs, and supporting continuous system improvement.

Through the implementation of **CTS ATLAS CommUNITY Connexions**, the Ventura County Workforce Development Board transformed its community referral process into a model of digital efficiency and collaboration. What began as a solution to partner engagement challenges has evolved into a centralized hub for regional workforce coordination. With a 300% increase in referral activity and a growing network of engaged partners, Ventura WDBVC continues to demonstrate how innovation and collaboration can drive measurable impact. As Ventura's team shared, "**ATLAS** isn't just a system—it's a bridge connecting organizations, partners, and people to opportunity."

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