

Employer Engagement Learning Community
Preparation and Outreach Work Plan for Engaging Employers

Goal	Action Plans	Recommendations	Staff Assigned	Due Date
1) Preparation: Identify employers and entry-level occupations in high demand sectors in local communities.				
Develop Understanding of the local Labor Market	Become familiar with local industry trends and forecast.	Visit on a regular basis labor market analysis webpage of your state		
Develop comprehensive knowledge of chosen occupations	Analyze skills and educational level needed for each occupation	Use O*Net: http://www.onetonline.org/		
Know your workforce development systems	Get to know all the efforts and initiatives available to your students	Talk to your Workforce Investment Board and Career One-Stop to learn about workforce investment system		
Know national web tools	Get to know national web resources and incorporate into career exploration workshops for students	DOL-Facebook Social Jobs Partnership : Includes: -- My Next Move: www.mynextmove.org/ -- My Skills, My Future: www.myskillsmyfuture.org/ -- Career One Stop: http://www.careeronestop.org/		
Identify key stakeholders and resources for engagement	Identify potential employers and job placement opportunities for your students	Ask your Workforce Investment Board to identify employers that have: <ul style="list-style-type: none"> • A record of hiring young people • Skills-shortages for entry-level positions • A need that may be filled by local workforce initiative • A commitment to employee training and diversity 		
		Use your own networks: co-workers, friends, family; board members		
		Utilize current employer partners		
		Talk to members of your local chamber of commerce		
		Talk to local schools, community colleges, and technical schools.		
Develop Business Development Portfolio	Develop portfolio that address benefits to employers	<ul style="list-style-type: none"> • Brochure, Corporate Report or professionally done leaflet • Business card and Letter of endorsement • List of participants with skills and qualifications • List of specific benefits (optional) • Outline of career-readiness training curriculum (optional) 		
Develop a clear "sale" message	Develop message that clearly states organization mission and frame it in terms of benefits to employer. Presentation should get attention, arouse interest, provide proof of benefit, and motivate action	Use language that emphasizes value to employers: <ul style="list-style-type: none"> • Reduction of recruitment costs • Skills sought • Solving business needs • Increased productivity • Community investment 		
Research Work Opportunity Tax Credits	Research and where applicable, inform employers of benefits	<ul style="list-style-type: none"> • WOTC: www.doleta.gov/business/incentives/opptax/ • Includes employer young people with prior felony conviction and post-hiring summer youth employment intern 		

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2) Outreach: Engage employers in defining career pathways that lead to increasing work experience, skill and educational attainment for participants.				
Collect information on employer	Using the employer website, gather company information			
	Identify contact person(S) to set up informational interview	Use the contact name provided to you previously		
	Prepare list of interview questions	Use JFF Interview Guide for direction		
Develop a plan for contacting all employers	Identify all contact names	Develop a tracking employer document with names, phone numbers, emails, dates of contact		
	Complete initial contact and set date for meetings or phone calls			
Develop Employer "Reference list" and database	Develop "reference list" or include as part of "employer database"	<ul style="list-style-type: none"> • Use quotes from satisfied employers • Get permission to list names and contact information • Have master list and industry specific lists 		
Employer Engagement Letters	Introductory Letters Thank You Letters Related Brochures/materials	Purpose of introductory letter (and enclosed brochure) is to inform employer that you calling soon. Send thank you letters after meetings.		
Develop Outreach Tools to Business	Develop Electronic and paper resources	<ul style="list-style-type: none"> • Organizational Website • Utilize Social Media • Business newsletters • Media articles 		
Involve Youth Policy Committee	Have youth lead efforts to improve employer engagement	<ul style="list-style-type: none"> • Have employer engagement sub-committee on Youth Policy Committee • Have youth develop ideas to implement better employer engagement 		
Opportunities to Engage Employers	Build Career Opportunities for your students	<ul style="list-style-type: none"> • Program visits • Informational interviews with students • Providing information on career ladders, specific skill requirements, and appropriate postsecondary credentials. • Job shadowing opportunities • Internship opportunities • Short-term, part-time employment • Placement opportunities 		