

A Tool for Focusing Employer Outreach Efforts

Employer Partner(s)	Sector(s): IT Adv Manu Transport	Current Role	How active, supportive, successful in the role(s)	What do you offer, provide to them? Value Add	How often, how, & what is communication exchanged	Opportunities for improvement	Priority for Action (1-3, 1=most urgent)
Employer A	IT Cybersecurity Coding	Employer	Very Active Hired 16 students Transitioning from under/unemployed	Well trained and eager learners Diverse staffing opportunities	• Guest speakers in classes • Provide mentors (current employees) • Assist with mock interviews. • Invite to networking events. • Regular contact with Talent Acquisition Leaders	Always! Implement curriculum suggestions – (More sophistication with Excel pivot tables)	2
Employer B	IT Cybersecurity Coding	Employer	Low participation None hired	Well trained workers Find a good fit	Guest speaker Not responsive to other opportunities to be engaged. Lead recruiter – laid off (IT position)	What is the pivot? “Back off” No! Keep communications warm. Con’t invite to serve as mentors, network, etc.	2?

Instructions:

1. Complete the first three columns for your primary employment partners. These partners may be employers, or they may be training providers with a key role in placement or other partners—such as AJCs—that support business engagement more broadly.
2. Identify the employment sector(s) they represent.
3. What is their role in relationship to your grant (Advisory Board member, provide/offer a training program, refer participants, potential employer, provide employment services, etc.)? List all that apply.

Use the subsequent columns to identify and prioritize efforts to improve your employer partnerships.

- Assess the benefits and success of the relationship. Is it working well? Why? Why not? When was the last point of contact? Do you feel informed about progress the partner is making? What is needed? If a contracted partner, is the partner delivering results? Have the results been steady? If a change has occurred, do you know why? If results have not been as expected, do you know why?
- Successful partnerships thrive when both partners benefit. What are the identified benefits? Are you upholding your commitments? Why? Why not? Trained or training for their employees? Promote them by reporting out their contributions?
- Open, frequent, informative, mutual communication is another key to successful partnerships.
- For Opportunities for Improvement, is communication sufficient? Are the right contacts on each side talking with each other? Is support needed? What could be done to enhance employment efforts or pivot to new ones? Who is missing from the list that could be a value add? Be specific and list action steps.