

Fostering Meaningful and Sustained Employer Partnerships to Achieve Grant Success



PEER-TO-PEER CALL

NOVEMBER 28, 2023

INTRODUCTIONS

HELLO
my name is

Please share in the chat:

- Your name, organization, and role
- The best thing you ate during Thanksgiving weekend

SUPPORTING EFFECTIVE VIRTUAL CONVERSATION



ENGAGE EVERYONE



BE HEARD AND SEEN



ACKNOWLEDGE SPEAKER



MAXIMIZE MICROPHONES



MINIMIZE NOISE



MAXIMIZE VISUAL DISPLAYS

AGENDA



- Welcome, Purpose, and Overview
- Presentation and Discussion Topics
 - Understanding the Significance of Strong Employer Partnerships
 - Identifying the *Right* Employers and Occupations of Focus
 - Building and Sustaining Strong Employer Partnerships
 - Measuring and Tracking Impact – Meeting Grant Outcomes
 - Pivoting to Overcome Challenges
- Resources, Tips, and Tools
- Questions and Wrap-Up

POLL



Which of the following has been the *most* challenging aspect of employer engagement for your team?

- Getting in the door/getting employers interested in partnership
- Identifying the right occupations with our employer partners
- Keeping employers engaged – with us and with our participants
- Getting employers to hire our participants/graduates
- Exploring incumbent worker upskilling with employers
- Getting employers to help us track placements, incumbent worker advancements, and other data

UNDERSTANDING THE SIGNIFICANCE OF STRONG EMPLOYER PARTNERSHIPS



THE POWER OF COLLABORATION

■ Enhancing Grant Impact

- Employer partnerships are a cornerstone of successful grant initiatives. They hold the potential to significantly enhance the impact and effectiveness of your project (Smith, 2020).

■ Diverse Resources and Expertise

- Employers bring a diverse array of resources, expertise, and networks to the table.

■ Alignment with Grant Goals

- Employer partnerships align with grant goals and expand outreach.



STRONG EMPLOYER PARTNERSHIPS RESULT IN BETTER GRANT STRATEGIES AND OUTCOMES

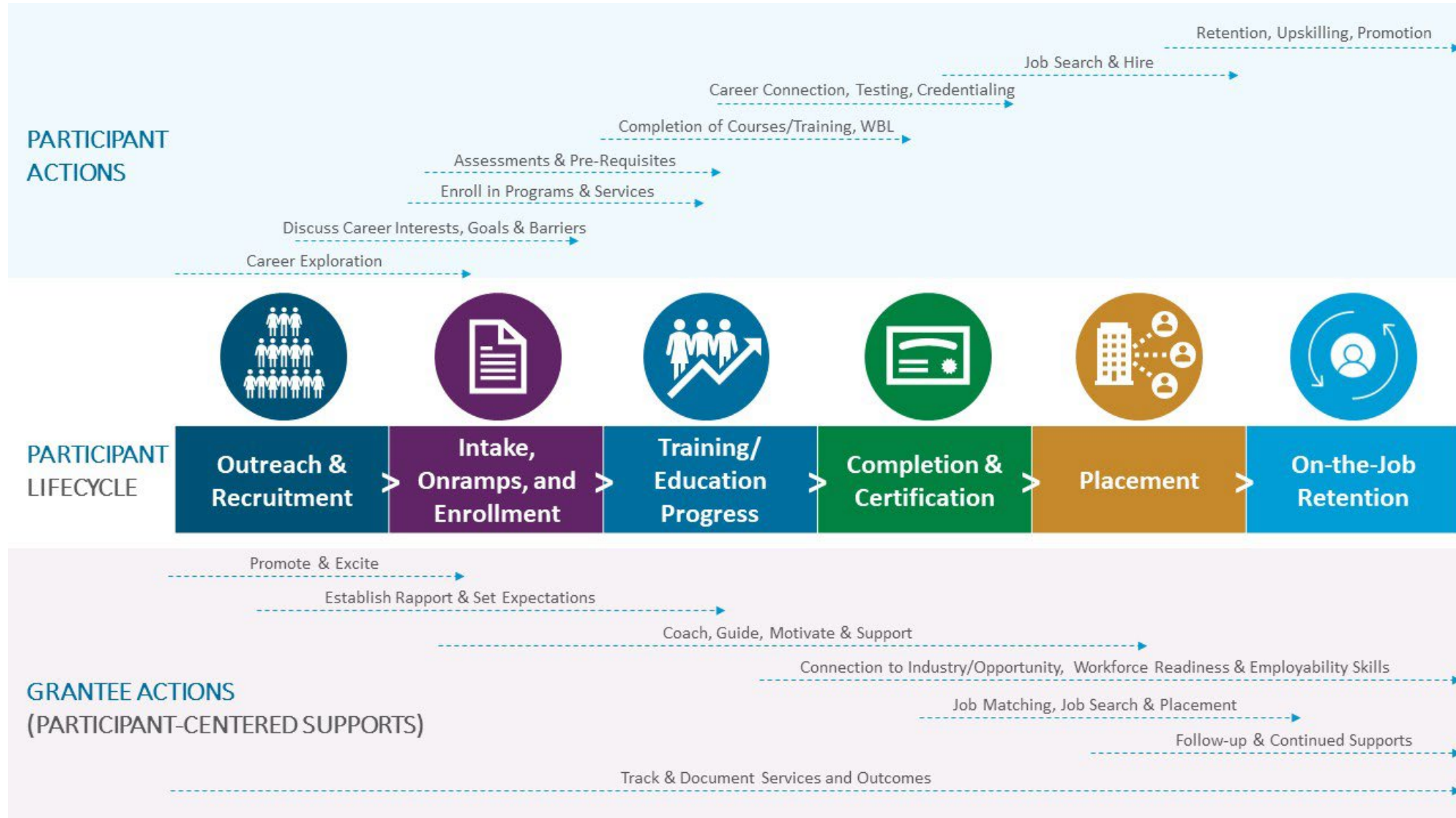


Employers are key partners in:

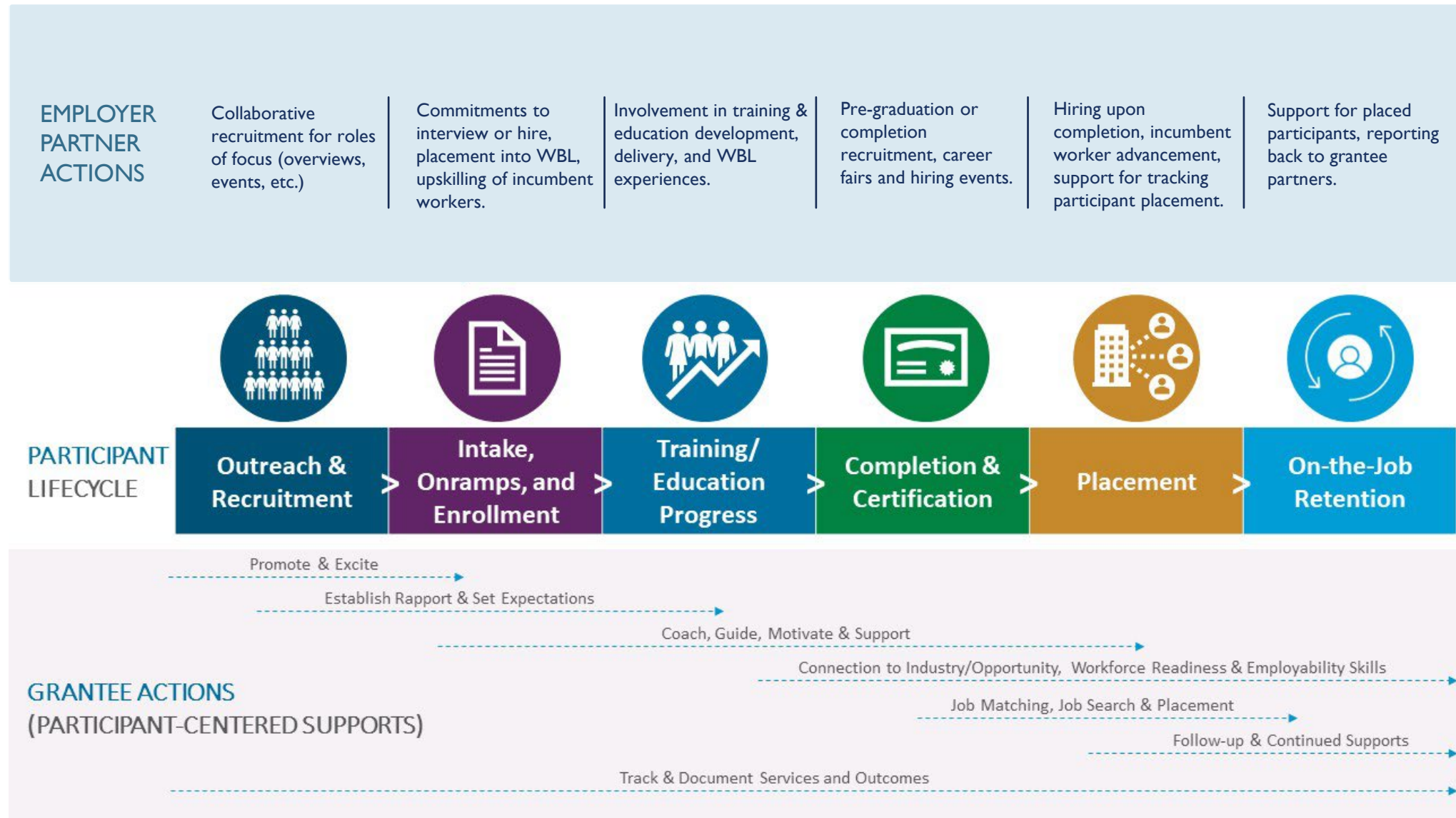
- Identifying in-demand healthcare roles.
- Identifying training and education providers from which they hire.
- Elevating opportunities for incumbent worker advancement.
- Surfacing potential student and new or incumbent worker challenges, barriers, and elements that lead to employment success.

Most importantly, employer partners impact both participant and grant outcomes!

Overlaying Employer Engagement Across the Participant Support Lifecycle (I)



Overlaying Employer Engagement Across the Participant Support Lifecycle (2)



MAXIMIZING PARTNERSHIP BENEFITS



Diverse Range of Industry Knowledge & Resources

Employer partnerships offer access to a diverse range of industry and occupational knowledge and resources.



Financial and In-Kind Contributions

Employers will often provide resources to training providers, match training costs, or sustain funding needs beyond grant funding periods.



Work-Based Learning & Job Shadowing Opportunities

Employer partners can provide work-based learning experiences, which are often required in healthcare occupations (i.e., clinical placements).



Cutting-Edge Technologies

Employers may provide access to cutting-edge technologies and equipment to enhance participant training experiences.



Infrastructure & Facilities

Employers may offer access to the infrastructure and facilities required to provide quality training and hands-on experience.

IDENTIFYING THE
RIGHT EMPLOYERS
AND
OCCUPATIONS OF
FOCUS



EMPLOYER PARTNERSHIP CONSIDERATIONS



- Willingness to partner
- Shared value and commitment to job quality and opportunity
- Direct sourcing/recruitment relationships with education and training providers
- Geographic scope
- Size and job volume
- The right number of employer partners:
 - Critical mass of hiring needs
 - Partnership management considerations

OCCUPATIONAL FOCUS CONSIDERATIONS

- Selecting the right healthcare roles based on need, length of training, completion dates, etc.
- Aligning training output with regional demand for roles of focus
- Aligning quarterly employer demand planning aligned to completions and quarterly grant progress/placement



PROMISING PRACTICES DISCUSSION (I)



How have you identified the *right* employers for partnership in your grant activities?

The right occupations of focus?

Have you had to make any adjustments in employer partnerships or roles of focus to meet grant goals?

BUILDING AND SUSTAINING STRONG EMPLOYER PARTNERSHIPS



ESTABLISH TRUST, CREDIBILITY, AND VALUE



- Establish trust and credibility through industry knowledge, data, and responsiveness
- Use language that resonates with healthcare partners – quality talent, cost of hiring and retention, skill development, etc.
- Establish personal and organizational relationships
- Get leadership buy-in
- Fact-finding: Discuss business needs *before* offering solutions, funding, or talent.

ESTABLISH CLEAR AND CONSISTENT COMMUNICATION, TOUCH-POINTS, AND PROCESSES

- Coordinate partner outreach and engagement through single points of contact
- Establishing specific roles to work with employers, manage communications, etc.
- Help them manage connections to:
 - Participants
 - Training providers
 - Organizations supporting students and workers to address barriers to employment
- Track employer communication, updates, and needs through a customer relationship management (CRM) solution
- Set up regular meeting times and check-ins



ENSURING COLLABORATIVE AND SUSTAINED PARTNERSHIP SUCCESS

Longevity as a Goal

- Aim for long-term sustainability in partnerships.

Clear Communication

- Maintain clear and open lines of communication.

Mutual Benefit

- Ensure mutual benefit for all partners.

Periodic Evaluation

- Periodically evaluate partnership performance.

Adaptability

- Be adaptable to change and evolving circumstances.

Nurturing Relationships

- Continuously nurture relationships.

Shared Vision

- Ensure alignment with a shared vision.

Regular Review of Agreements

- Periodically review partnership agreements.

PROMISING PRACTICES DISCUSSION (2)

How are you building strong, trusting relationships with your employers?

What strategies are working to generate regular engagement?

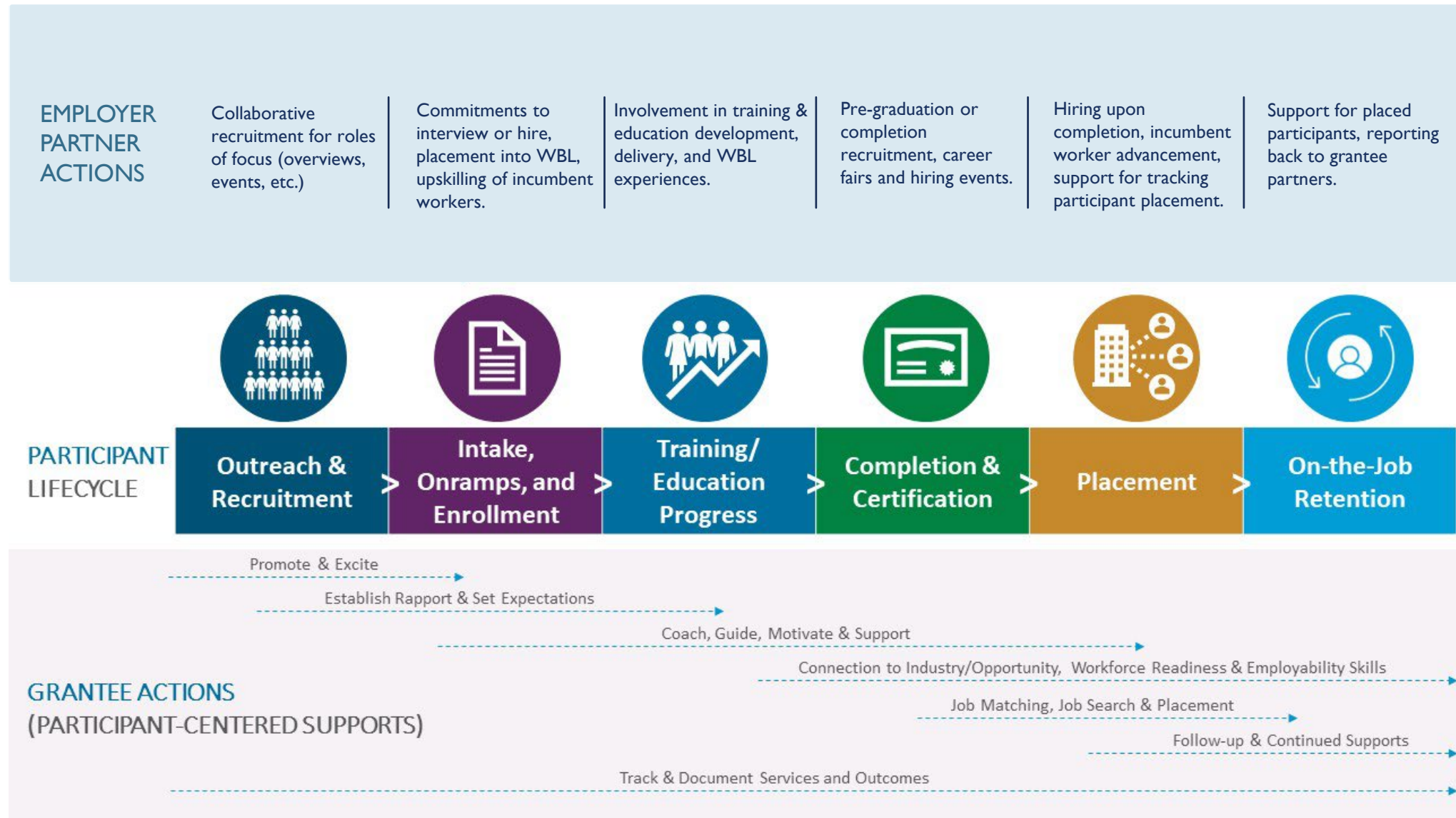
Have any of your organizations or your employers established specific roles to manage these partnership?



MEASURING AND TRACKING IMPACT – MEETING GRANT GOALS



Overlaying Employer Engagement Across the Participant Support Lifecycle (3)



LEANING ON EMPLOYER PARTNERS TO ACHIEVE GRANT SUCCESS (I)



- Use regular employer touch points to:
 - Discuss roles across the participant support and grant lifecycles
 - Discuss opportunities for incumbent worker upskilling
 - Create front-end commitments for interviewing or hiring
 - Establish formal agreements, when needed (i.e., IWT, reporting commitments)

LEANING ON EMPLOYER PARTNERS TO ACHIEVE GRANT SUCCESS (2)

- If participants are in VVBL (including apprenticeship) programs, discuss participant barriers, address together to promote retention and completion.
- Provide easy ways for employers and participants to report placement, incumbent worker promotion, etc.
- Provide regular feedback loops on program and participant quality to promote continued placement.



PROMISING PRACTICES DISCUSSION (3)

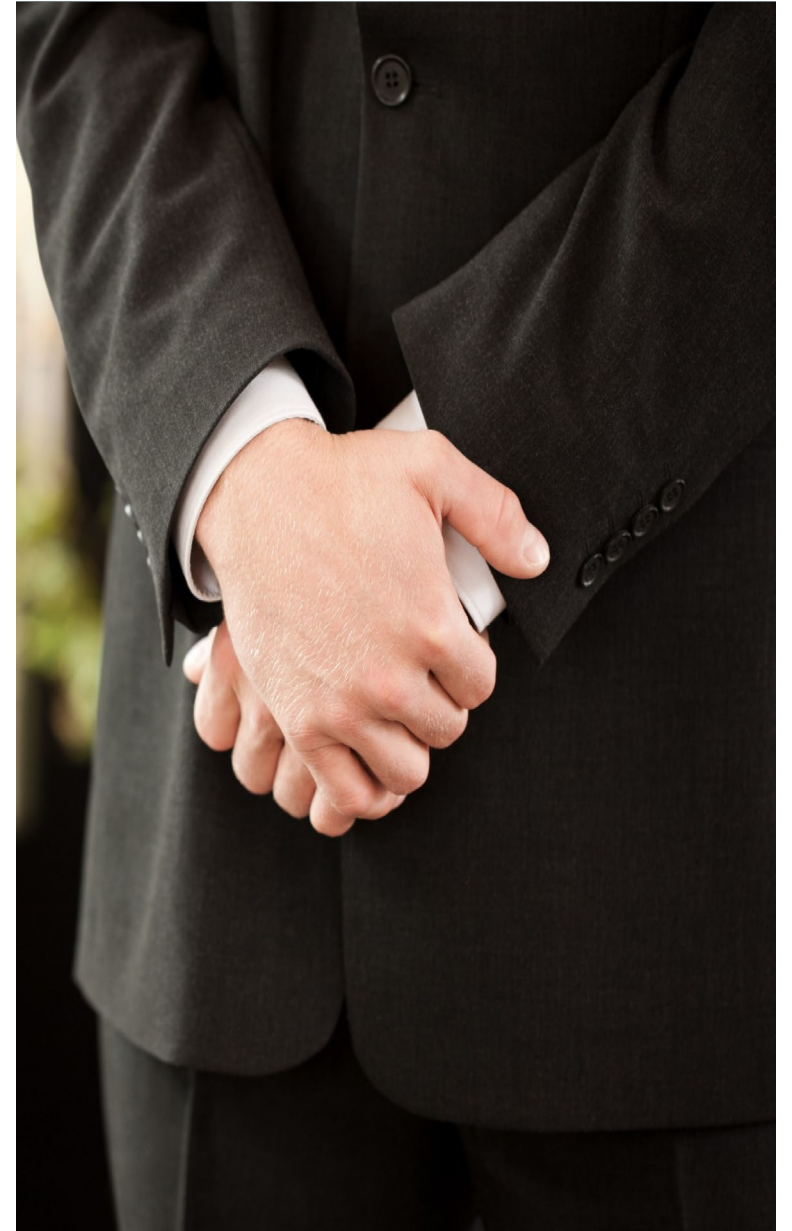
PERFORMANCE



How are you leveraging employers to achieve participant success and meet grant performance goals?

Any strategies for involving them in follow-up and data collection processes?

PIVOTING TO OVERCOME CHALLENGES



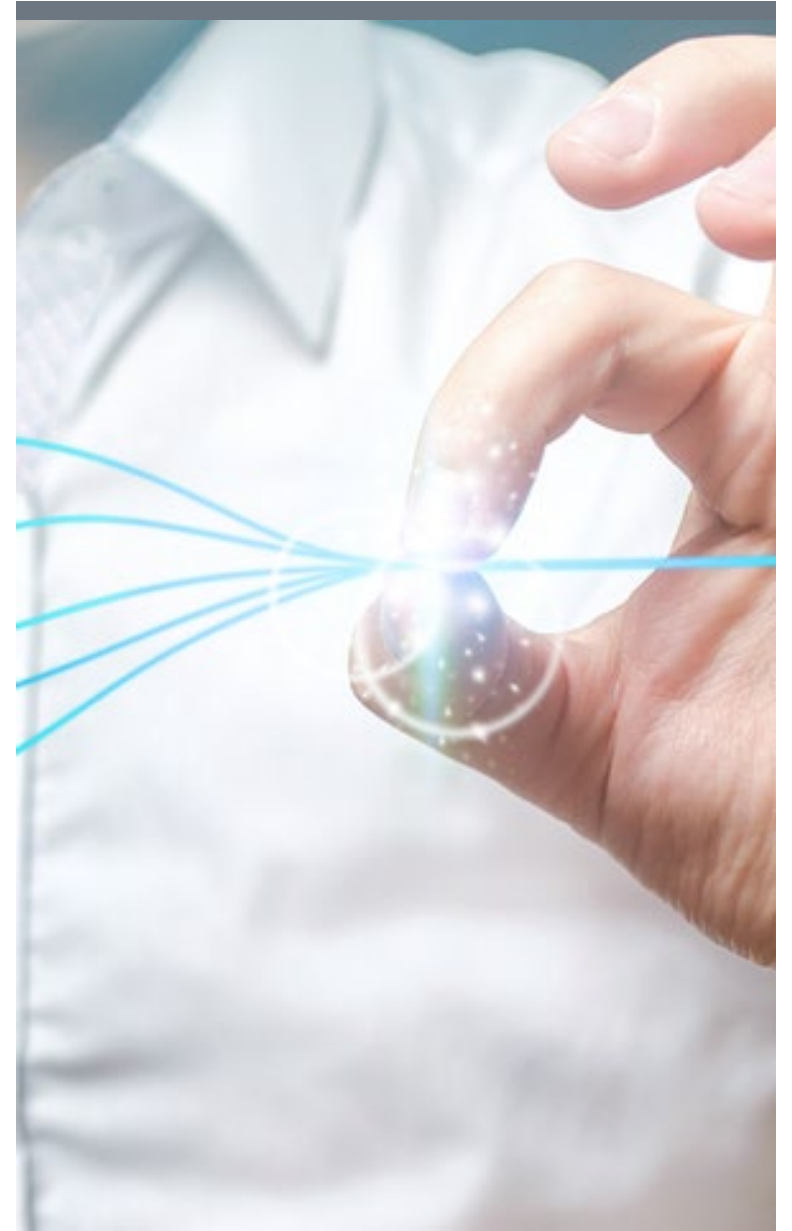
PROMISING PRACTICES DISCUSSION (4)



Have you had to work with employers to adjust your strategy?

How did you pivot?

RESOURCES, TIPS, AND TOOLS



RESOURCES

- **WorkforceGPS Business Engagement Collaborative Community Resources**

A community on WorkforceGPS focused on various business engagement, business services, and sector strategies approached, tools, resources, and case studies.

- **Employer Engagement Strategies in Regional Partnerships: Lessons from America's Promise**

This issue brief captures learnings from regional partnerships established as part of the “America’s Promise Job Driven Training” grant implementation. The resource provides practical guidance on strategies to create and support regional partnerships as a means to achieve quality employer engagement and various lessons learned.

- **What the Evidence Says About Employer Engagement Strategies**

This brief reviews relevant research about employer engagement, describes challenges in engaging employers, and synthesizes key elements that support business partnerships with workforce system programs. Partnership elements that may be used to strengthen a workforce agency’s capacity with employer engagement are summarized.



QUESTIONS & FURTHER DISCUSSION

POLL #2



On a scale of 1 to 5, with 1 being the lowest and 5 being the highest, how useful was this call?

- 1 – Not at all useful
- 2 – Slightly useful
- 3 – Moderately useful
- 4 – Very useful
- 5 – Extremely useful



THANK YOU!