

Effective Strategies for

Engaging and Tracking Participants

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Welcome!

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Engaging and Tracking Participants

- **As participants complete their course of study, you'll be shifting your attention to tracking their progress and documenting outcomes.**
- **Tracking progress may be a challenge with some participants.**
- **There are effective strategies that can be used to facilitate tracking and documenting outcomes.**



Poll

We have experienced the following challenges tracking participants:

- **Students who dropped out and do not return calls.**
- **Graduates who are unreachable by phone, mail or e-mail.**
- **Graduates who have lost their interest in securing training-related work and decline further assistance.**
- **Employed graduates who decline to provide employment verification.**



Poll

We have experienced the following challenges tracking incumbent worker training outcomes:

- **Employers fail to provide the required information or information provided is incomplete.**
- **Incumbent workers fail to respond to requests for information related training.**
- **Other**



TOPICS FOR FOR TODAY'S CHAT

★ 1

FIRST
TOPIC



Training



TRAINING ENGAGEMENT

How can participants be
supported during training?

What steps can be taken to
increase credential attainment?



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★1

FIRST
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Training



TRAINING ENGAGEMENT

How can participants be supported during training?

What steps can be taken to increase credential attainment?



TRACKING DURING THE SEARCH FOR EMPLOYMENT

HOW DO YOU SUPPORT YOUR
PARTICIPANTS DURING THE
JOB SEARCH PROCESS?



**WORKFORCE
ATTACHMENT**



★2

SECOND
TOPIC



TOPICS FOR FOR TODAY'S CHAT



★ 3 | THIRD
TOPIC



Post Placement

POST-PLACEMENT SERVICES

HOW DO YOU SUPPORT
PARTICIPANTS WHO ARE ON THE
JOB?

WHAT CHALLENGES ARE THEY
FACING IN MAINTAINING
EMPLOYMENT?



TOPICS FOR FOR TODAY'S CHAT

DOCUMENTING EMPLOYMENT OUTCOMES

WHAT CHALLENGES HAVE
YOU FACED DOCUMENTING
EMPLOYMENT OUTCOMES?

WHAT STRATEGIES HAVE
WORKED FOR YOU?



★ 4 | FOURTH
TOPIC

Documenting **OUTCOMES**



★ 3 | THIRD
TOPIC

Post Placement

POST-PLACEMENT SERVICES

HOW DO YOU SUPPORT
PARTICIPANTS WHO ARE ON THE
JOB?

WHAT CHALLENGES ARE THEY
FACING IN MAINTAINING
EMPLOYMENT?



What Causes Participants to Drop Out?

- **Poor match between interests and values and career pathway**
- **Financial pressures**
- **Family demands**
- **Health problems and life events**
- **Transportation challenges**
- **Challenged by class content and exams**



Assessment

Does your assessment ensure that there is a good match between a participant's interests and values the career pathway provided by the training?

Does your assessment adequately identify any barriers that a person might face during the course of the training?



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We provide the following service (s) to our participants:

- **Preparation classes for students with special needs**
- **Study groups**
- **Mentors**
- **Tutors**
- **Credentialing exam preparation workshops**
- **Other services**



Discussion

- **What support service has been most effective for your program?**
- **What tips or best practices can you share?**
- **How do you help participants cope with the financial pressures they face?**



Workforce Attachment

- **Do you have an employer engagement plan?**
- **Are your promotional materials clear, concise and professional in appearance?**
- **Have you established partnership with employers?**



Workforce Attachment

- **Have resumes been checked and any gaps in employment addressed?**
- **Have networking skills been honed and interview skills practiced?**
- **When a participant is referred to an employer for a job interview, is follow-up with both the employer and the participant done in a timely way?**



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What method (s) is/are your project using to stay in touch with graduates during the job search process?

- **Job Club**
- **LinkedIn Group**
- **Newsletter with Job Search Guidance**
- **Follow-up by e-mail**
- **Follow-up by telephone call**
- **Schedule office visits**
- **Other**



Post Placement Services

- **Post placement services need to begin before the participant's first day on the job.**
- **Help participant anticipate the demands of joining the workforce.**
- **Encourage them to develop personal strategies for meeting the demands that are most likely to affect them.**



Post Placement Services

Be on the look out for warning signs that might indicate job dissatisfaction such as

- **A loss of enthusiasm**
- **Failure to be punctual**
- **A lack of confidence in their ability to do the job**
- **Disagreements with their supervisor**



Following up with the Participant

Check-in with employed participants:

- **Immediately after their first day on the job and again at the end of their first week on the job.**
- **Weekly during their first month on the job.**
- **Monthly thereafter unless circumstances demand otherwise.**



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We check-in with employed participants by using:

- **Telephone calls**
- **Text messaging**
- **E-mails**
- **Letters**
- **Support groups**
- **A LinkedIn group or other form of social media**
- **Other**



Documenting Employment Outcomes

Strong relationships with participants facilitates the documentation of employment outcomes. Strong relationships are built by:

- **Providing a thorough career assessment.**
- **Providing support services needed to overcome barriers.**
- **Providing access to job clubs and LinkedIn groups.**
- **Conducting systematic follow-ups at times convenient for the participant**



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We stay in touch with program participants by:

- **Holding graduations and reunions**
- **Offering workshops on money management and other topics of interest**
- **Hosting a Facebook page**
- **Offering donated incentives for completion of milestones**
- **Other**



Questions

- **Are there any challenges you are facing in engaging and tracking participants that you would like to discuss?**
- **Are there any practices that you would like to share with you colleagues?**

