

# Employer Engagement Resources

## Addressing Gaps In Your Employer Engagement Process

Your next step is to develop a plan to implement the changes you have determined were important when you conducted your needs assessment. This will be your strategy development phase. In this phase, you will create a structure for using data and information from the needs assessment to develop an implementation plan for improving employer engagement. Below you will find resources to help you do this.



### Implementation Plan Resources

#### An Employer Engagement Playbook: Colleges and Employers Collaborate to Develop the Skilled Workforce of the Future

A guide to help community colleges assess their status in relation to best practices and work with employers and other workforce partners to better meet the current and future needs in their service area. Covers Advisory Committees, Subcommittees, Program Design, Program Piloting, Re-Convening and Follow-Up, and Developing Strategic Partnerships with a comprehensive chart of roles of colleges, employers, and partners.

- <http://www.newgrowthgroup.com/wp-content/uploads/2018/10/Employer-Engagement-Playbook.pdf>

#### Employer Engagement

Provides a list of actions colleges can take to promote engagement.

- <https://www.nga.org/futureworkforce/policies/employer-engagement/>

#### What about Employer Engagement?

Moving the employer relationship from one of employers-as-advisors (with deep pockets) to one of a true partnership in which employers and colleges view each other as strategic partners.

- <https://evolution.com/opinions/employer-engagement-higher-educations-frontier/>

#### Employer Engagement Best Practices for Community Colleges

Describes programs that were most successful and engaged employers throughout the process from project conception to placement.

- <http://www.newgrowthgroup.com/employer-engagement-best-practices-for-community-colleges/>

*It is our hope that these resources will provide you with the tools that you need to be successful in engaging employers in your project. For those desiring additional technical assistance, such services are available to you through the Scaling Apprenticeships through Sector Strategies technical assistance provided by MSG. For further information, please contact Marilia Mochel at [mmochel@manhattanstrategy.com](mailto:mmochel@manhattanstrategy.com).*

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