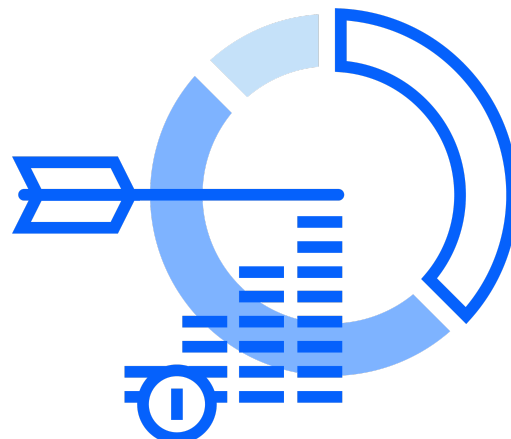


Employer Engagement Resources

Creating Robust Employer Engagement

Before attempting to create a path to greater employer engagement, it is essential to understand the status of your current activities as compared to the ideal employer engagement strategy. To reach this understanding, you must conduct a needs assessment that examines what you are doing today and that identifies activities to add to your effort. Below you will find resources to help you do this.



Needs Assessment Resources

A Targeted Approach to Apprenticeship Business Engagement

A roadmap for identifying and collaborating with businesses whose workforce needs can be addressed through apprenticeship. A more focused approach to business outreach that can yield a higher number of successful apprenticeship partnerships.

- <https://www.illinoisworknet.com/DownloadPrint/Apprenticeship+Business+Engagement+Guide+-+FINAL.pdf>

ETA Sector Strategies Implementation Framework

A catalog of what effective sector strategies look like. Covers sector approaches in data-informed decision making, industry engagement, sector-based service delivery, sustainability and continuous improvement, and organizational capacity and alignment.

- https://businessengagement.workforcegps.org/-/media/Communities/rapidresponse/Files/Sector-Strategies/etas_sector_strategies_framework_201503015_final.ashx?sc_lang=en

Integrated Business Services Self-Assessment

A self-assessment to help states and regions drill down deep into how integrated and effective their business services are currently and where enhancements can be made. Explores vision, planning, solutions, outreach, and sustainability.

- <https://businessengagement.workforcegps.org/resources/2018/06/11/16/56/Business-Engagement-Self-Assessment-Tool>

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.

**Scaling
Apprenticeship**