

Employer Engagement Resources

Getting Employers to Respond

Once your team has identified potential employer partners, how you approach them is a critical element that will ultimately determine your success. Employers have specific needs and expectations, and you must communicate to them that you can meet both. Below you will find resources to help you do this.



Employer Outreach Resources

Effective Communications Checklist
Covers effective communications in text messages, phone calls, emails, postcards, and letters, and when and how to use each one. • https://www.mdrc.org/publication/getting-your-message-across-effective-communications-checklist
Tips for Engaging Business During Economic Recovery
This resource provides quick tips on how to effectively approach business engagement during a time of economic recovery. It covers conducting outreach to businesses, understanding their workforce challenges, and determining possible supports that the workforce system can provide. • https://www.workforcegps.org/-/media/Global-Site/Content/Resources/Pathway-to-Recovery-Resources/P2R_BizEngTips-20200531_508.ashx
Talking to Businesses About Apprenticeship
Relating apprenticeship to what businesses already do to recruit, train, and retain their workforce and using the language of business can make the difference in helping them see apprenticeship as their talent development solution. • https://apprenticeshipusa.workforcegps.org/-/media/Communities/21stcenturyapprenticeship/Files/Speak-Language-of-Business---FINAL.ashx
Apprenticeship Business Engagement Strategies in Action
Three scenarios illustrate ways that effective business engagement strategies can be applied to get better results when working with businesses on apprenticeship. • https://www.workforcegps.org/-/media/Global-Site/Content/ETA-Webinars/2018/10---October/20181004_Apprenticeship/Apprenticeship-Business-Engagement-Strategies-in-Action---FINAL.ashx
ROI Calculator: An Investment That's Worth It
Apprenticeship is a business investment with associated costs and benefits. This Return on Investment (ROI) calculator is one tool businesses can use to explore Registered Apprenticeship program options. • https://oregonapprenticeship.org/roi-calculator/

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.

