

## Notes from the PD Idea Generation Session

### Re-Engaging Students: Solutions and Ideas

- Students who have dropped out/lost contact versus students who haven't reported employment
- Related to reporting employment
  - Facebook
  - Twitter
  - Questionnaires
  - Surveys
  - Instructors are connected as references
  - Newsletters (job leads/successes)
  - Recruiting and connected to others about employment
- Communication Tools
  - Reminder App
- Welcome back mentality versus consequences
- Leverage community resources/service partners/family members
- Facebook Live to cast events
  - Graduation
  - Job Fairs
  - Classroom events—video of favorite instructor celebrating birthday
- When students come back/re-engage
  - Have job search packages ready/career kit
  - Have re-engagement carrots
- Have dedicated team or staff to be focused on re-engagement
- Career Kit (pens, paper, thank-you cards, stamps)
- Family movie night
- Using successful students to re-engage students rather than staff; peer-to-peer
- Establishing good connection from intake
  - From intake, ask for several addresses/phone/email
  - “If I had a million-dollar lottery ticket from you, who would I contact to get you?”
  - Participants coming back to share their success stories. Keeps current participants motivated/engaged.

## Staff Turnover

- Cross training staff
- Staff mentoring program
- Emphasis on staff on-boarding
- Paying a competitive salary
- Showing and telling success stories of what they have accomplished as a staff
- Building staff morale/informal sharing
- Clear and timely communication
  - Prepping staff for this
  - Involve in sustainability conversation
- Using 3.0 as motivation for keeping 2.0 performance strong
- Staff leave: Getting a temp to take care of administrative duties
- Recognizing employees/success
- Making sure you're hiring the right people
  - Doing workshops as part of interview process (interview/hire well)
- Workplace culture and flexibility
- Challenges: Lack of qualified candidates and length of hiring process/policies
- Front line staff helps to hire/interview
- Staff referral for hires
- Holiday events with staff
- Being transparent about grant funding when hiring
- Pre-quality instructors that could be used to pull in when needed (no wait time for instructors)
- Re-engage former staff
  - Rehire staff that may have left
  - Split positions with half times
- Making sure HR understands your unique needs
- Be an outstanding boss
- Job roles/list: What does job look like on a daily/weekly basis
  - Transition case load/employees dearly and quickly