

HPOG Roundtable Day 1 Strengthening Employer Engagement Strategies

Presented by:
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Building Pathways to a Brighter Future



Health Profession Opportunity Grants

OFFICE OF FAMILY ASSISTANCE



Session Overview

- Introductions and welcome
- Peer sharing -presentations
- Program Spotlight: grantee interview
- Building your employment strategy: small group working sessions
- LUNCH
- Employer services and their value
- Team working session – employer services
- The language of business
- Team working session –role play prep
- Small group role play
- Resource review, wrap up and evaluation

Session Objectives

What we will cover today:

- Lessons learned from grantee employment engagement strategies to apply to your own work;
- The value of the services that you provide to an employer;
- The use of business language when talking with an employer;
- A concise and well-articulated presentation of your employer services.

Grantee Employer Engagement strategy presentations

- Each grantee will have up to 10 minutes to highlight their program's approach to employer engagement.
- Grantees will use this opportunity to learn more about their assigned tablemate's strategies to date.
- As you listen to your partners present, jot down 1-2 questions and areas to explore together during the small group working session.

Ideas for follow-up questions

- What specific qualities do you look for in an employer partner?
- What challenges did you face in your first employer meetings or with the first hires and how did you handle them?
- How do you maintain regular communication with your employer partners?
- What resources/organizations do you look to for help in this work?
- How do you evaluate the success of your employer partnerships?

Small group working session

Building your Employer Engagement Strategy

First 15 minutes – Discussion and sharing at tables

Share your questions and observations about your grantee partner's presentation. What lessons did you learn?

20 minutes - Work within your own organization

Review the “Building Your Employer Engagement Strategy” worksheet and make notes on the template. Thinking about the lessons you learned from your partner, how can you apply these lessons to your work?

Final 10 minutes – Debrief with partner grantee

Share your responses from the worksheet with your partner. Were you able to incorporate any new ideas or strategies into your work?

What services do you bring to employers?

Why should an employer work with your program? What services do you provide? Examples could include:

SERVICE	
Pre-screened candidates	
Diverse candidate pool	
Pipeline of workers/replacement workers	
Job Coaching	
Work-based learning opportunities	

What value do you bring to employers?

How does an employer benefit from working with your program?

Service	Value
Pre-screened candidates	Reduce per hire cost = \$ 4,129 (Society for Human Resource Management)
Diverse candidate pool	Businesses benefit when employees reflect the patients they serve.
Pipeline of workers/replacement workers	Number of days to fill a position = 42 (Society for Human Resource Management)
Job Coaching	Reduce turnover costs = 16% of annual salary for jobs paying \$30,000 or under (Deloitte)
Work-based learning opportunities	Internships, externships, apprenticeship increase employee investment

Turnover Replacement Cost

Some examples of costs to employers

Hiring and onboarding

- Advertising
- Interview and screening
- Reference checks
- Drug screen
- Physical/TB test/vaccinations
- Orientation/training

Staff Vacancy

- Hourly rate/overtime
- Length of time to fill vacant position

Your employer services

If engaging a new employer: Why should they work with you?

For existing employers partnerships: Why should they enhance, expand or continue the partnership?

We are asking the question: What is in it for the employer?

Complete the chart with the services that you currently provide or plan to provide to employers and the value that the service brings.

Service	Value

Stereotypes and Cultural Barriers to Corporate-Community Partnerships – Laufer, Green, Isaac

Key findings

Business executives and non-profit leaders harbor negative stereotypes about one another.

Cultural differences between non-profits and businesses unknowingly reinforce negative perceptions and undermine the trust necessary for partnership.

Business executives will not meet non-profits half way. They have no desire to learn a new language and may hold non-profits to higher than normal business standards.

Stereotypes and Cultural Barriers to Corporate-Community Partnerships – Laufer, Green, Isaac

- ✧ Understand this gap as a cross-cultural issue.
- ✧ Lead with the business benefit.
- ✧ Minimize risk – optimize high Return On Investment.
- ✧ Speak the language of business.
- ✧ Consider style of speech.

Stereotypes and Cultural Barriers to Corporate-Community Partnerships – Laufer, Green, Isaac

- ★ Do your homework.
- ★ Focus on outcomes, not process.
- ★ Demonstrate respect for them: time= money.

HPOG - Engaging Employers: Strategies for Sectoral Training Programs

- Pain points: Areas in which the employer is experiencing enough hardship that they may be willing to do business differently to solve a workforce need.
- HCAHPS scores: First national, standardized, publicly reported survey of patient perspectives on hospital care; indicator of patient experience and metric for level of hospital Medicare reimbursement.
- Employee engagement: Known to directly influence patient satisfaction and HCAHPS scores, yet difficult to measure.
- Talent funnel: The process of screening applicants to get to the most qualified to interview and then hire. Want to reduce the “screen to hire” ratio.
- Entry-level, frontline workers: Low- to mid-skilled employees who usually have a great deal of patient interaction; may include environmental service personnel, nutrition service workers, and nursing assistants.

Dialogue stoppers ☹️

from *Job Development Essentials*, Public/Private Ventures

We don't work with organizations or programs.

Can you guarantee your people will show up for interviews?

We are not hiring right now.

I dealt with another organization who sent me someone from "their program" and she rarely showed up for work on time.

Can they pass a drug test?

Dialogue stoppers ☹️

from *Job Development Essentials, Public/Private Ventures*

<i>We don't work with organizations or programs.</i>	I appreciate your candor. I have heard this from other companies but after working with us...
<i>Can you guarantee your people will show up for interviews?</i>	We have a strong track record of candidates showing up for interviews. And when they arrive for the interview, they are prepared.
<i>We are not hiring right now.</i>	Actually, I am not calling to see if you are hiring. I would like to set up a 20 minute meeting with you at your convenience.
<i>I dealt with another organization who sent me someone from "their program" and she never showed up for work on time.</i>	All of the students have successfully completed a rigorous 9 month program where they had to come on time every single day. They have proven themselves.
<i>Can they pass a drug test?</i>	I am not going to send you anyone I haven't personally screened and who can't pass a drug test.

Guidelines for staff – developing talking points

1. Provide your organization/program name, your name and your role in the organization.
2. Give a clear, concise description of your service and the benefit it provides.
3. Describe the current or potential demand for this service.
4. Give a statement about what makes your service unique or sets it apart from others.
5. Provide a brief but compelling statement about your service's value as it relates to this person (e.g., addressing staffing needs, saving money, helping the community).
6. Describe your organizational and/or technical capacity to work with the employer.
7. Discuss your personal energy and passion for making your program succeed.

Guidelines for “employers” – developing a profile

1. Assume an employer profile (hospital, long-term care facility, community health center, private medical practice).
2. You are a Recruiter for Human Resources.
3. It is your job to handle all calls related to interviewing and pre-screening for positions within your company or organization.
4. Determine your workforce needs. What is your pain point?

First employer meeting checklist

New employer meeting

Element	Included (X)	Well Done! (X)	Needs Improvement (X)	Comments
Describes organization and services clearly and concisely				
Asks questions about employer's specific business needs				
Focuses on the services provided and benefits gained from working with the organization				
Describes job candidates in a positive manner and in a way that fits the hiring need				
Responds well to questions or concerns				
Secures a follow-up action, e.g., visit, sending resumes				

Role play debrief



- What went well in the role play?
- What could have been changed to strengthen it?
- What lessons will you take away?

Resources on Employer Engagement

[Employer Engagement Toolkit: From Placement to Partners](#) *Jobs for the Future* – Toolkit provides a step- by- step guide for practitioners to deliberately integrate employer engagement into the core decision making of a program.

[CareerSTAT -Guide to Investing in Frontline Health Care Workers](#) *National Fund* - provides health care employers with strategies and a framework for investing in the skills and careers of frontline worker to increase business impact and provide workers with opportunities for advancement and growth.

[Strategic Employer Engagement](#) *Commonwealth Corporation* - Guidebook for workforce practitioners offers tools and a process in planning and executing successful employer engagement activities targeted to youth serving organizations, but applicable for adult workforce programs.

[Job Development Essentials](#) *Public/Private Ventures* –Practical advice for workforce development professionals with an emphasis on engaging employers, providing expanded services to the business community and involving business people as resources and advocates for an organization.

[ROI 360](#) – *Job Opportunity Investment Network* - Report on JOIN-sponsored training efforts and how they resulted in return on investment for employers and other stakeholders.

[Hidden Agendas](#) – *Laufer, Green, Isaac Public Relations and Strategic Marketing* - study on cultural barriers to corporate-community partnerships.

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