BUILDING YOUR EMPLOYER ENGAGMENT STRATEGY

Worksheet 1. STAFFING

1. Which staff members are responsible for Employer Engagement/Job Development?	
2. Is Job Development their sole responsibility or part of their job responsibility?	
3. Is the time allocation for Employer Engagement for each position enough to meet the project goals for placement/retention/advancement?	
4. Have staff members received specific training or support in Employer Engagement? If so, how have staff been trained? If not, is there a training need? How can they best be supported in this work?	

BUILDING YOUR EMPLOYER ENGAGMENT STRATEGY

Worksheet 2. OCCUPATIONAL ALIGNMENT

Matching Populations and Occupations

SUPPLY   **DEMAND**

Target population	Best Fit Occupations in Health Care	2nd Best Fit Occupations in Health Care	3rd Best Fit Occupations in Health Care
1.			
2.			
3.			
4.			

BUILDING YOUR EMPLOYER ENGAGMENT STRATEGY

Worksheet 3. Outreach Strategies

Current Outreach Methods	Number of Hours/ Week Spent on this Method	With which occupations does this strategy work well?	Looking at best fit occupations on Worksheet 2 - which outreach methods do you prioritize?	Notes on realigning outreach methods
1.				
2.				
3.				
4.				
New Methods to Try				
1.				
2.				
3.				

BUILDING YOUR EMPLOYER ENGAGMENT STRATEGY

Worksheet 4. Employer Information - Collection and analysis

Information collected and frequency of collection	Collected by	Platform	How information is used/analyzed
1.			
2.			
3.			
4.			
5.			

BUILDING YOUR EMPLOYER ENGAGMENT STRATEGY

Worksheet 5. Level of Current Employer Relationships – list employers

Beginning (for example: hired one/small # of participants)	Fit with Target Population from Worksheet One (Y/N)	Notes
Intermediate (for example: provides internships, advises on curriculum, member of advisory board)		
Advanced (for example: consistent pipeline of placements, internal career pathways, advocates to other businesses)		

Worksheet 6. Enhancing your employer engagement strategy

Strategy to transition from lower to higher levels of employer commitment	Issues to consider, staff to implement, timeframe to completion
Strategy to maintain/repair relationship with employer (if less than satisfactory experience)	Issues to consider, staff to implement, timeframe to completion
Strategy to recognize or promote employers who support the program	Issues to consider, staff to implement, timeframe to completion