Effective Employer Engagement Strategies

Barbara Endel, JFF
“I’m talking about employer involvement that goes beyond quarterly advisory meetings and annual curriculum review. We want to be at the table to help validate labor data, recruit our entry level associates into training programs, and change policy...we want the community college to have high expectations for us...”

Alan Jones, Corporate Vice President, UC Health Systems, Cincinnati, OH
Key concept:

• Local colleges analyze data and select sectors
• Identify key regional employers connected to those sectors
• Employers can validate labor market data
• Structure meetings with employers to explain initiative and pitch benefits
• Recruit and enroll some of their employees
• Keep employers engaged quarterly with updates
Example: healthcare employers have 19 + job classifications not requiring a GED/HS diploma

Employers want their associates to move up

Design programming with employer input

Align programming and classes with employees needs
Benefits

• Recruiting – student recruiting tool
• Tuition - employers will pay – in Cincinnati we have tuition advancement
• Validate labor market data - primary data – esp. with emerging occupations like Health IT
• Engagement. Employers will stay engaged if their employees are involved in the training
• Job Placement. Employers will hire your student completers.
Follow-up

• JFF will post more materials about this process on our Virtual Academy website

• We have several employers willing to talk with your employer partners about how and why they are deeply engaged in career pathways

• Have expectations about “high leverage” actions your employers can do for you and you for them