

Employer Engagement in Career Pathways: Toolkits, Resource Websites, Tip Sheets, and Reports



The resources in this playlist include guidance, strategies, and tip sheets for engaging employers to participate in the planning, implementation, and placement of learners in jobs through the workforce development system. All resources included in the playlist are freely available and include documents, videos, and up-to-date websites.

Toolkits

Workplace Literacy Guide

ProLiteracy

2016 Toolkit

<https://www.proliteracy.org/Portals/0/Downloads/Workplace%20Literacy%20Guide.pdf?ver=2016-06-02-160543-527>

The Workplace Literacy Guide presents steps for developing a workplace literacy program, including how to bid the program, contract for services, form an advisory team, and recruit for employees. It provides sample goals for development, a sample employer survey, sample questions and responses for discussions with employers, sample contracts, sample assessments, and sample lesson plans for workplace literacy education.

Employer Engagement Toolkit: From Placement to Partners

Jobs for the Future

2015 Toolkit

<http://www.jff.org/initiatives/greenways/employer-engagement-toolkit-placement-partners>

This toolkit is a guide for training providers, workforce development organizations, community colleges, other educational institutions, and community-based organizations deliberately integrating employer engagement into the core decision making of their program. It offers strategies to increase the number of ways employers can participate in program design and development. It also helps workforce development organizations and educational institutions begin to develop relationships with employers.

Strategies and Tips for Employer Engagement in Adult Career Pathways Programs

Jobs for the Future

<http://www.wtb.wa.gov/Documents/EngagingEmployersChecklist.pdf>

A checklist for career pathways educators to learn about, engage, and sustain constructive relationships with local businesses.

A Resource Guide to Engaging Employers

Jobs for the Future

2015 Toolkit

<http://www.jff.org/publications/resource-guide-engaging-employers>

This resource guide presents working models of successful employer engagement and lessons for securing and sustaining partnerships with employers. It was written to help education and training providers fully realize the value of strategic, long-term, and intensive partnerships with employers. The resource leads readers through a continuum of activities supporting these partnerships, with each level involving deeper engagement and integration of employers into the work:

1. Advising
2. Capacity-building
3. Co-designing
4. Convening
5. Leading

The continuum is flexible and adaptable, and suggests how productive relationships with employers might evolve, with activities at one level helping build trust, momentum, and leverage for more intensive activities.

Resource Websites

Employer Engagement Toolkit

LINCS, U.S. Department of Education

Website with Documents, Vignettes, and Resources for Educators and Employers

<https://lincs.ed.gov/employers/>

America needs an effective strategy for integrating educational instruction and workforce development that benefits employers, today's workers, and workers of tomorrow. Employer-Educator Partnerships work! This website is designed to: Introduce employers and educators to the value of partnering; describe best practices and success stories; disseminate evidence-based tools that contain academic and practical solutions for building partnerships, sustaining collaborations, and creating career pathways; valuable information tailored for both employers and educators is presented; and whether you are an employer, educator, or other interested party, we encourage you to view both sections as they present examples, from each perspective, of how partnerships have made a difference along with links to important resources.

Stories from Educators

<https://lincs.ed.gov/employers/educators-stories.htm>

Examples of effective educator-driven employer partnerships that result in student employment, including Virginia's PluggedInVA model.

Employer Engagement Toolkit

Heartland Alliance

2014 Website with documents and videos

<https://www.heartlandalliance.org/nationalinitiatives/field-building/employer-engagement-toolkit/>

Effective employer engagement is essential to the success of transitional jobs (TJ) and subsidized employment programs. This Employer Engagement Toolkit offers a wide range of resources that workforce development stakeholders can use to show employers the business value of partnering with a TJ or subsidized employment program, plan and implement effective job development strategies, build lasting relationships with employers, and promote positive employment outcomes for job seekers with barriers to employment.

Employer Engagement Resources

New Ways to Work

2016 Website with documents

<http://www.newwaystowork.org/Resources/employer-engagement.aspx>

This site features five guides focusing on specific aspects of employer engagement, including a debrief of effective characteristics of successful partnerships, an engagement guide, a marketing guide, and two work-based learning guides out of Kansas and California.

Tip Sheets

Engaging Employers: Tips for Success

National Veterans Technical Assistance Center

2017

<https://www.nvtac.org/wp-content/uploads/2015/06/NVTAC-Engaging-Employer-Tips-For-Success-FINAL-6-16-15.pdf>

Tips and guidance on how to engage employers in the development of workforce programs.

For more from the National Veterans Technical Assistance Center, visit <https://www.nvtac.org/>

Strategies and Tips for Employer Engagement in Career Pathways

Washington State Adult Education

<http://www.wtb.wa.gov/Documents/AttachmentBPathwaysLGSSEmployerEngagementChecklist.pdf>

Two-page list of tips and strategies to approach and build relationships with employers in career pathways.

Reports and Briefs

The Goals and Dimensions of Employer Engagement in Workforce Development Programs

The Urban Institute

2015 Brief

<https://www.urban.org/sites/default/files/publication/76286/2000552-the-goals-and-dimensions-of-employer-engagement-in-workforce-development-programs.pdf>

This brief offers a simple framework that lays out why workforce programs engage employers and why employers engage with workforce programs. It specifies how employers are involved with workforce programs and describes the challenges for both sides. This framework can help workforce organizations sharpen their thinking about employer engagement and their goals for such partnerships.

The State of Career and Technical Education (CTE): Employer Engagement in CTE

National Association of State Directors of Career and Technical Education Consortium
2014 Report

https://cte.careertech.org/sites/default/files/State-of-CTE_Employer-Engagement_FINAL.pdf

This report examines the employer engagement landscape with a particular focus on the ways in which states can foster and sustain meaningful employer engagement to strengthen their CTE systems for all students. States can use this resource to evaluate best practices and strategies for engaging the employer community.

The Goals and Dimensions of Employer Engagement in Workforce Development Programs
The Urban Institute, Income and Benefits Policy Center
2015 Brief with Guidance

<https://www.urban.org/sites/default/files/publication/76286/2000552-the-goals-and-dimensions-of-employer-engagement-in-workforce-development-programs.pdf>

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