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**Assignment 8A – Engaging Employers in Adult Career Pathways – The Basics**

*Instructions:*

1. *Go to the LINCS Learning Portal –* [*https://courses.lincs.ed.gov/1/*](https://courses.lincs.ed.gov/1/)*. This is a great professional development resource.*
2. *Set up a username and password on the LINCS website.*

*LINCS username: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ password: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_*

1. *Find under* Career Pathways *the online course* Engaging Employers in Adult Career Pathways*.*
2. *Preview this note-taking sheet prior to starting the course.*
3. *Complete this two-hour on-line course. (You may start, stop and return to the course at any time.) Complete all parts of this note-taking sheet as you go along.*
4. *SUBMIT on Schoology BY JANUARY 31 this completed worksheet.*

**Session 1: Creating a Business-Education Partnership**

**Local workforce needs** – This is mostly a review of what we have already done in the cohort to date. Make any notes here of new/helpful information you want to retain.

**Employer communication**

Industry leaders should be asked to discuss and provide data on the following issues and identify problems before solutions are developed:

1.

2.

3.

4.

5.

**Employer Participation Invitation**

Employers’ priority is \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

Common *education* language/jargon you will need to explain or modify with employers (from the course and your own experience):

Common *business* language/jargon you will need to understand and use to communication effectively with employers about ACP programs (from the course and your own experience):

Employer Buy-In:

Buy-in at the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ of a company is imperative. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ makes decisions regarding budgeting funds and the use of employee time—two factors which can make the difference between career pathway program success and failure. Later, you should establish a working relationship with \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ who believe in the importance of the partnership. They may be the ones who will become \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ and \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

**Benefits of Employer Participation** – Use these to create an invitation for employer engagement in your ACP.

1.

2.

3.

4.

**Your program – Identify Employer Benefits**

1. How will your program assist employers in identifying the challenges they are experiencing in hiring qualified workers?
2. How will your program customize services and curricula to meet specific employer needs?
3. How will your program work with employers to develop or improve career pathways that make advancement possible for new or incumbent workers?

**Any other take-aways from Session 1: Creating a business-education partnership** –

**Session 2: Building Business Engagement**

**Employer roles**

|  |  |
| --- | --- |
| Potential employer role | Associated responsibilities |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |

### Case Study: Gateway Technical College's Bootcamp for Manufacturing

### What roles did employers play in the establishment of the CNC operator program?

1.

2.

3.

**Advisory committees – understanding expectations**

|  |  |
| --- | --- |
| Educators want employer partners who  🡪  🡪  🡪  🡪 | Employers appreciate educators who  🡪  🡪  🡪  🡪 |

**Selecting Potential Advisory Committee Members**

The majority of committee members should be \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. To select advisory committee members from industry, make a list of potential members, then apply the following criteria in evaluating each of them.

1. Will his/her company be \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_? If so, \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_?
2. Does this person know approximately \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ in specific occupations will be needed locally in this industry for \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_?
3. What are the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ for skilled workers (program graduates) hired by the company?
4. Does this person \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ the ACP-sponsoring institution/organization and its student body?
5. Is this person willing to \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_?

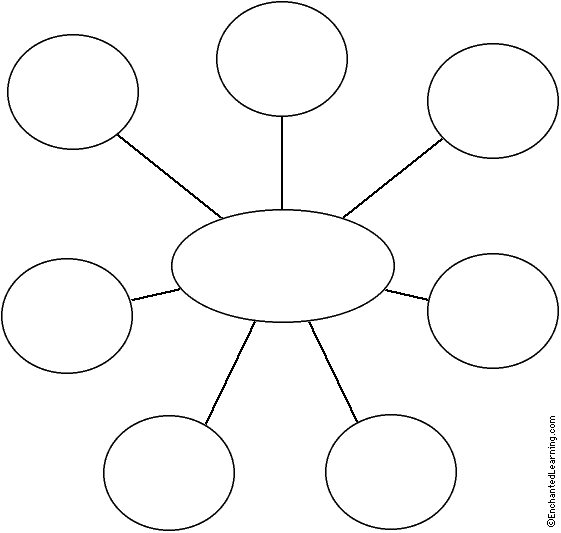
Note: All college career and technical education (CTE) programs already have advisory committees. If you have an ACP with a CTE partner, it is important to get to know the members of advisory committees and build on the existing partnership.

**Any other take-aways from Session 2: Building business engagement –**

**Session 3: Sustaining Business Engagement**

**Best practices for sustaining employer engagement**

Use this graphic organizer to summarize the seven best practices outlined in the course.



Key take-aways from the webcast *Sustaining Adult Career Pathways: State Perspectives*:

One idea I shared in the LINCS *Engaging Employers in Adult Career Pathways* on-line forum:

**Effective communication methods**

What is one method in this list that you think you would use in the future to ensure effective communication with your employer partners? Why do you find it useful?

**Business partner expectations – meeting business goals through work-based learning**

The common element of partnerships that involve students working while learning is that they are established to \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

Most employers invest in these efforts for one central reason: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

Over time, companies that launch these programs are able to realize a quantifiable \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

Often these returns can be measured in the form of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ and \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

In other cases, the returns are \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ but important to businesses nonetheless, such as:

* stronger community partnerships;
* \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_;
* \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_; and
* enhanced brand recognition.

**Other keys to sustained employer engagement in an ACP:**

**What does it mean to be *responsive program partners* when relating to employers?** Note at least two ideas you find important or useful.

**In well-established, successful partnerships, highly engaged employers may invest in ACP programs by:**

|  |
| --- |
| providing in-house trainers to assist with the technical training; |
| funding scholarships to qualified applicants to participate in the training; |
| reimbursing new hires for their training costs; |
| supporting incumbent workers in returning for the next phase of technical skill training; |
| investing in updated training lab or equipment. |
|  |

Add one more of your own ideas in the table above.

**How can you involve students in strengthening employer engagement?**

“An ongoing education-employer partnership is built on trust.” How do you think trust is established and sustained in education-employer partnerships?

**Any other take-aways from Session 3: Sustaining business engagement –**

🡪 Read through all your notes on these pages to solidify your understanding of best practices.