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**Assignment 8B – Engaging Employers in Adult Career Pathways – Making It Happen**

* DUE Friday, March 9 (5+ weeks to complete)

*Instructions*

*This assignment has multiple steps. Read through all steps in this assignment now. I suggest starting the work right away, then putting the rest of the steps into your calendar, to ensure you stay on track and complete all steps in time to submit your completed worksheet and SMART goal / action plan by March 9. Doing a bit each week will allow time to reflect and process the information after each step. Note that the work you do here, along with what you learned in Assignment 8A and the webinar, should directly inform your SMART goal.*

1. **Identify potential roles for employers in adult career pathway (ACP) programs**



*Source:* [*Career Pathways Toolkit, Element 2, Component 2.3*](https://drive.google.com/file/d/1fHnfHo3Q7LfSTnpc_ImIW1QDLEQJazEN/view)

Look at the graphic above, which lists some of the roles employers can play in adult career pathways. Put an X on each role employers *currently* take in your ACP. Circle at least one role that you want to explore/establish with an employer to enhance your ACP. Put a ? on any you are curious about that you don’t understand or hadn’t thought of before.

1. **Assess and expand employer partnerships**

Read [Career Pathways Toolkit Component 2.6](https://drive.google.com/open?id=1d0d-pbTFcruqZ8PaOSXJjL8_3DeP2zM-) (online), pages 56-57 to gain a helpful framework for understanding the different levels of employer engagement in ACPs. Then complete the chart on the next page for your current ACP. Include all employers currently engaged in some way, as well as employers identified but not yet involved. Next to each employer, make notes in the appropriate column(s) about what is *currently* in place (mark “CURRENT:”), and at least one note about what you want to *explore* / *develop* with this employer in the months ahead (mark “DEVELOP:”).

**Assess and expand employer partnerships**

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| **Employer** | **LEVEL 1****Advising** | **LEVEL 2****Capacity-building** | **LEVEL 3****Co-designing** | **LEVEL 4****Convening** | **LEVEL 5****Leading** |
| *EXAMPLE**Northridge Care Center* | *DEVELOP: discuss hiring needs, skills, competencies; advise on curricula* | *CURRENT: hosts bridge class field trip; provides guest speaker* |  |  |  |
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*Source:* [*Career Pathways Toolkit, Element 2, Component 2.6*](https://drive.google.com/open?id=1d0d-pbTFcruqZ8PaOSXJjL8_3DeP2zM-)

1. **Explore additional tools for engaging employers**

Skim the entire [Career Pathways Toolkit Element 2: Identify Industry Sectors and Engage Employers](https://drive.google.com/open?id=11loHDFb8kXL_3_kd-JMVcv9hTwdk4mvj) (online). Make notes of at least one other item in the Toolkit-Element 2 that you can use now or in the future to support your employer engagement efforts.

* 1. What is the tool? Page #s \_\_\_\_\_\_\_\_\_\_\_

* 1. How will you use it?
	2. Why is it useful?
1. **OPTIONAL: Check out *more* tools for engaging employers**

Explore a *different* set of ACP employer engagement tools: Jobs for the Future Employer Engagement Toolkit.Skim one of these four segments:

* 1. [Tool 1](https://drive.google.com/open?id=1EuolAAAGKx0KQ98Y86ATxxz46ZXOcmBj) - Getting Ready - Where Are You Now?
	2. [Tool 2](https://drive.google.com/open?id=1iaFxW1FPDl7WwCtPwWa5--dN1AQJ564X) - Targeting Your Relationships
	3. [Tool 3](https://drive.google.com/open?id=1v-E-jWDJB1iYfWa5uT7osiDDxFp-hSl7) - Becoming a Go-To Convener
	4. [Tool 4](https://drive.google.com/open?id=18KHBMyjt__0IifSPa6V2WDo4S2BY6hdD) - Partnering on Program Design and Delivery

Make notes of at least two items in your chosen Toolkit that you can use now or in the future to support your employer engagement efforts.

1. What is the tool? Note section #s.
2. How will you use it?
3. Why is it useful?
4. **Communicate effectively with employers**

When we invite employers to engage in adult career pathway program design and delivery, we often think about *what we need* from them. It is important to craft messages that speak to *their needs* and how an ACP program can *benefit* *them*.

* 1. Look back at Parts 1 and 2 above and think about an employer you want to invite into a new role or level of engagement. Define that here:

*EXAMPLE: I would like to invite Amy C., the HR director at Northridge Care Center, to meet with me to discuss their current and projected hiring needs, and the skills and competencies needed for those jobs. At that meeting, I would like to invite her to be part of our “Healthcare ACP team”, especially to advise on the curriculum, and eventually to expand their level of involvement.*

* 1. Review Assignment 8A, Session 1 notes (pages 1-3). Focus on *employer benefits* and use *employer language* when inviting employers to engage in an ACP (not on *our* needs or just because it’s a good thing to do.)

Craft a benefit-oriented message for inviting the employer engagement you noted in (a) above.

*EXAMPLE: It is difficult to meet your hiring needs in this tight labor market. We can create courses and programs that help lower-skilled applicants meet your employment needs. We want to know about the skills and competencies you want in new employees so we can build a set of courses we call a “career pathway” to meet those needs. Result = a qualified workforce.*

* 1. Share your draft with your cohort peer partner *or* someone in your same sector in the cohort *and/or* any of your local ACP partners and ask for critical feedback. Incorporate that feedback in (b) above.
1. **Set a SMART goal**
	1. Review all that you’ve learned and connected to your ACP work to date – Assignment 8A, the webinar and Assignment 8B. Have this inform your choice of SMART goal.
	2. Use the **SMART goal document** to draft a high-priority / high-impact SMART goal with action steps for increasing/improving/broadening employer engagement in your ACP.
	3. Exchange with your partner for critical feedback.
	4. Finalize your SMART goal and action steps worksheet.