

atlas ABE Teaching & Learning
Advancement System



Yes, You Can! Engaging Employers in Adult Career Pathways

Thursday, January 16, 2020

10:00am - 11:30am



**Adult Career
Pathways**

ACP



Welcome!

TECH CHECK

- ▶ Astrid Liden will assist with any tech issues. Chat any questions or needs in the taskbar.
- ▶ All participants are muted from our end.
- ▶ Raise your hand if you want to speak during the webinar and we will unmute you.
- ▶ Note: Documents are in webinar **Materials** section (no need to print; may want to look at them)
- ▶ Ready to go?



Introductions

- ▶ Julie Dincau, ABE Transitions Specialist, MDE
- ▶ Astrid Liden, ABE Professional Development Specialist, MDE
- ▶ Patsy Egan, ATLAS Director
- ▶ Heather Turngren, ATLAS Adult Career Pathways Coordinator
- ▶ Liz Andress, ATLAS Adult Career Pathways Consultant
- ▶ Patty Fleege, Director of Adult Education - Duluth Public Schools
- ▶ Lynn Thompson, Hospitality Program Manager & Instructor - International Institute of Minnesota

Objectives for today's webinar

After the webinar, you will be able to:

- ❖ *Describe a variety of ways for ABE to engage with employers in design and delivery of ACP courses and/or programs*
- ❖ *Identify what your program is already doing with employers and explain at least two ways to broaden/increase involvement of existing employer contacts*
- ❖ *Access additional resources/tools for employer engagement*

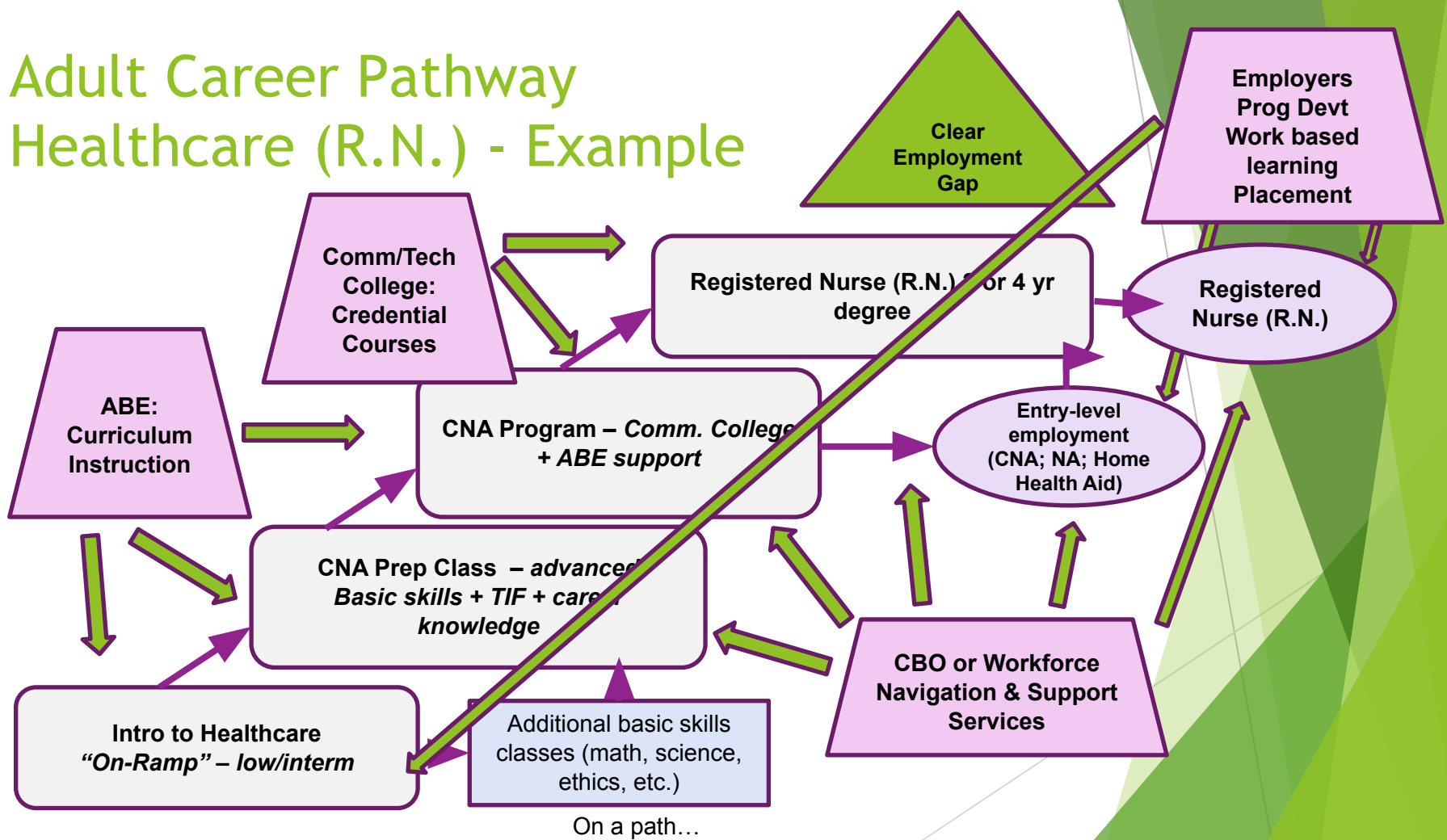
Resources in Material Section of Go-to-Training

1. *ATLAS ABE Career Pathways Resource Library - link*
2. *Career Pathways Toolkit - link to complete toolkit*
3. *Career Pathways Toolkit - element 2 - engaging employers
- PDF*
4. *Career Pathways Checklist - PDF*
5. *Engaging Employers Issue Brief - PDF*
6. *How to Join ACP Schoology Group and ACP Activities Flyer
- PDF*
7. *LINCS online course - link*
8. *Webinar #3 Note-taking guide PDF*



Why do we need to engage with employers for Adult Career Pathways?

Adult Career Pathway Healthcare (R.N.) - Example



Engaging employers - *many possible roles*



Contexts vary!

- ▶ Small town ~ medium-size city ~ metro area
- ▶ Small ~ medium ~ large employers
- ▶ Sectors vary - trades, health care, education, business
- ▶ *Challenge = take what you learn and fit it to your own context...*



What employer(s) does your program partner with? What does the partnership involve?

- ❖ *In your city/town?*
- ❖ *In your region/area?*



Everyone, please use the chat feature to share what's happening in your area.



How do you begin engaging employers

Considerations when reaching out to employers

- ▶ Employers engage in adult career pathways for their own benefit (with low unemployment, we must go to employers)
 - ▶ We are not asking them to “help” with an ACP → “PARTNER”
 - ▶ Shape message that responds to their needs → “BENEFIT”
- ▶ Employers are not a “system”
 - ▶ Each employer has unique needs/perspectives
 - ▶ Even within same sector
- ▶ Collaboration with other partners is essential
 - ▶ ABE managers can’t do this work solo

Considerations when reaching out to employers

- ▶ Can be confused or frustrated when multiple education / training entities contact them separately
 - ▶ The more collaboration among ACP partners, the more effective you will be with employer outreach
- ▶ Projecting hiring needs beyond the immediate is a challenge
- ▶ They *can* define skills needed and where/how they look for new employees
- ▶ Ask them - learn directly from employers in your area



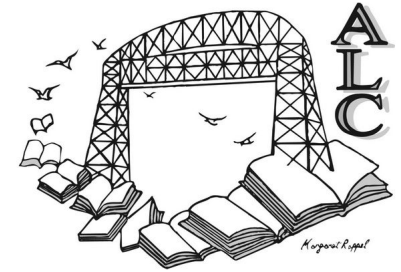
Voices from the Field

A snapshot of ACP employer engagement from around Minnesota

Patricia (Patty) Fleege

Director of Adult
Education

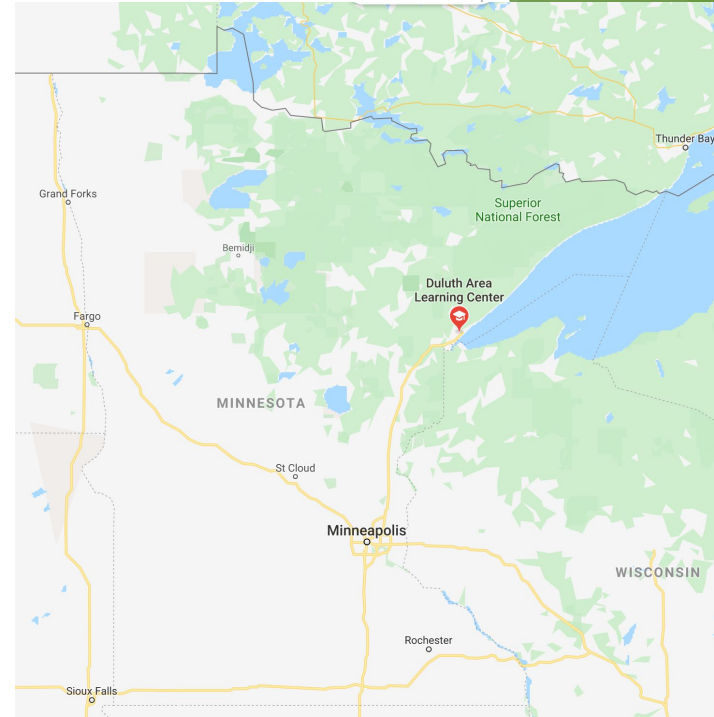
Duluth Public Schools



60709 **Duluth**
Public Schools

Duluth Adult Education

- ❖ *Health Services Career Pathway*
- ❖ *66 enrolled*
- ❖ *46 completed Bridge*
- ❖ *40 graduated*
- ❖ *26+ gained employment*



Why should ABE engage with employers?

How does it benefit your students?



- ❖ *Direct Access to Employers*
 - *Employers are seen as approachable*
 - *Employers are seen as invested in student success*
 - *Employers are **SEEN** (not mythical)*
- ❖ *Benefit from information*
 - *The kind of positions available*
 - *The expectations of the employer*
 - *The process of applying*
 - *Mock interviews*

Why should ABE engage with employers?

How does it benefit your ABE Program?



- ❖ *Employers view Adult Ed/partners as a pipeline to meet their employment needs*
- ❖ *Employers view Adult Ed as a partner who can provide a service (future potential upskilling)*
- ❖ *Obvious seat hours*
- ❖ *Employers are a potential future funding source for training*

Why should ABE engage with employers?

How does it benefit your local employer(s)?



- ❖ *Health Care +3,057 positions in NE MN by 2026*
- ❖ *Pipeline for employment*
- ❖ *Provides basic skill instruction and skilled training for entry level positions*

Why should ABE engage with employers?

How did your program begin its collaboration with local employer(s)?



The Development Stage

- Established *Healthcare Subcommittee* as part of the *Career Pathways Committee*.

Purpose - to identify strategies to address healthcare workforce shortage.

Committee members:

- Essentia Health/St. Mary's Hospital
- St. Luke's Hospital
- Duluth Workforce Development & board members
- Local Initiatives Support Corporation (LISC)
- SOAR Career Solutions
- Community Action Duluth
- Lake Superior College



Why should ABE engage with employers?

How did your program begin its collaboration with local employer(s)?



The Development Stage

Subcommittee develops *Health Services Certificate (HSC)*

- Minimum skills needed for variety of entry level positions
- “Cherry Picked” curriculum from a number of established Lake Superior College courses
- Established 150 hour HSC course to develop appropriate skills
- Established One Lake Superior College credit earned



Why should ABE engage with employers?

- *What challenges have you encountered?*
- *How have you addressed these challenges?*



Keep on Keepin' on

Troubleshooting Issues

- Background Checks
- LSC registration processes & procedures, ID's & computer access
- WF1 data input
- Recruitment goals per partner
- Undervaluing ABE services
- Community Action Duluth exits project
- Interim Duluth Workforce Development Manager
- City of Duluth elevates Workforce Development Director



Why should ABE engage with employers?

What is key advice for other ABE programs?



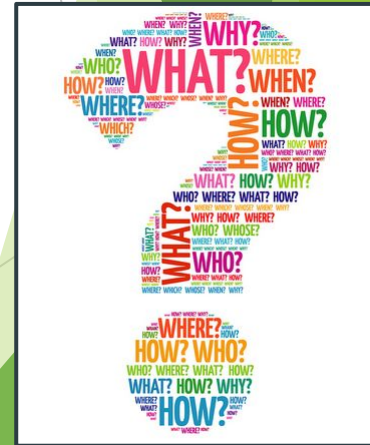
- ❖ *Workforce Development Board*
 - *Who is the Adult Ed rep on the board?*
- ❖ *Understand your local LMI data*
- ❖ *Career Pathway Committee/invite employers to attend*
- ❖ *Explain to employers HOW you can help*

What is one “takeaway” or one question you have from Patty’s presentation?



Everyone chat out one key takeaway or question in the chat box.

If you prefer to speak, you can also “raise your hand” to ask a question or share a comment. We’d love to hear from you!



Lynn Thompson

Hospitality Program
Manager and Instructor

*International Institute of
Minnesota*

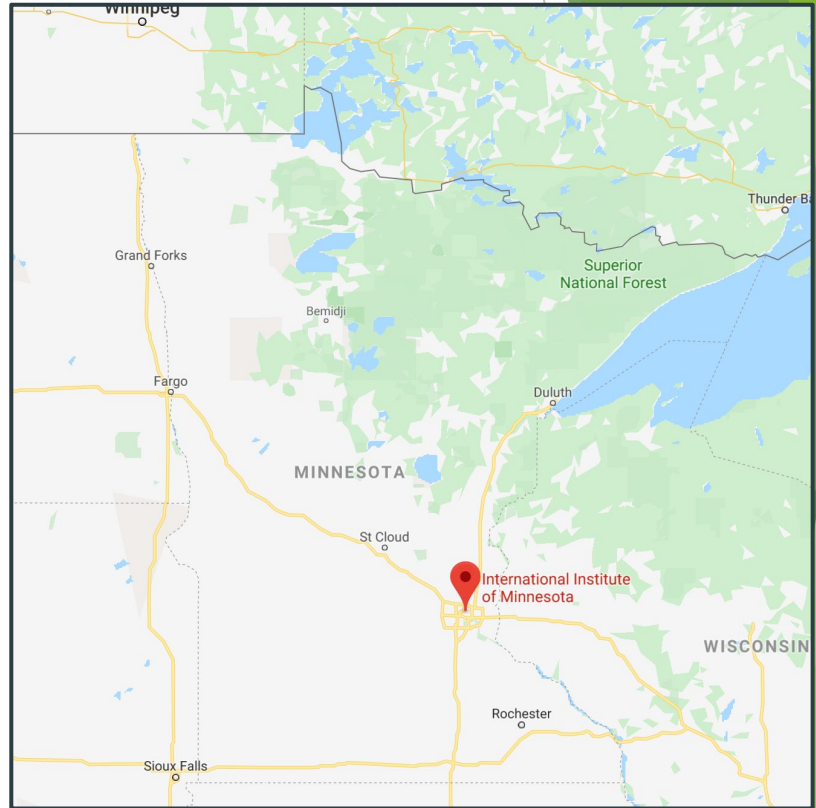


INTERNATIONAL INSTITUTE
of Minnesota



International Institute

- ❖ Hospitality Career Pathway
- ❖ Housekeeping, Dietary Aide and Supervisor job training classes
- ❖ 73 participants a year



Why should ABE engage with employers?

How does it benefit your students?



- ❖ *Helps students to overcome barriers to employment*
- ❖ *Gets their “foot in the door”*
- ❖ *Helps them see opportunities for careers in US*
- ❖ *Connects them with QUALITY employers*
- ❖ *Helps to speed up job placement*

Why should ABE engage with employers?

How does it benefit your ABE Program?



- ❖ *Employers help to educate students through mock interviews and onsite visits*
- ❖ *Informs our curriculum and program*

Why should ABE engage with employers?

How does it benefit your local employer(s)?



- ❖ *They need employees!*
- ❖ *Receive onboarding support*
- ❖ *Increased employee retention*
- ❖ *Eliminates or mitigates miscommunication in the hiring process*

Why should ABE engage with employers?

How did your program begin its collaboration with local employer(s)?



- ❖ *Call or email with introduction and explain what you do*
- ❖ *Do a site visit or invite them to visit you*
- ❖ *Maintain contact by inviting them to participate in your classes*
- ❖ *Develop criteria for the employers you want to partner with*

Why should ABE engage with employers?

- *What challenges have you encountered?*
- *How have you addressed these challenges?*



- ❖ *Discrimination*
- ❖ *Laborious application/onboarding process*
- ❖ *Employers overpromising on flexibility*
- ❖ *Expect us to be an extension of their HR department*
- ❖ *Don't respond*

Why should ABE engage with employers?

What is key advice for other ABE programs?



- ❖ *Don't be afraid to ask questions or challenge their hiring process*
- ❖ *Don't assume employers know what they are doing*
- ❖ *There are lots of employers out there who can be helpful. You don't have to put up with the bad ones.*

Why should ABE engage with employers?

What tools and resources have been useful?



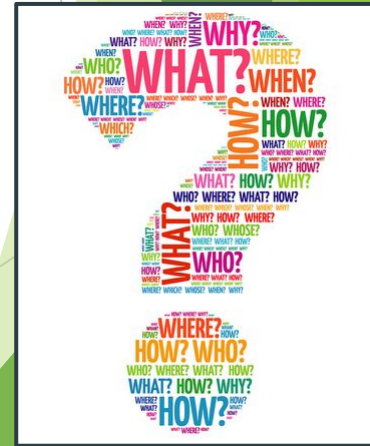
- ❖ *Have a clear flyer or handout about your program*
- ❖ *Create an email distribution list to send program updates*
- ❖ *Create a database to track employers contact info, employment website, other notes*

What is one “takeaway” or one question you have from Lynn’s presentation?



Everyone chat out one key takeaway or question in the chat box.

If you prefer to speak, you can also “raise your hand” to ask a question or share a comment. We’d love to hear from you!





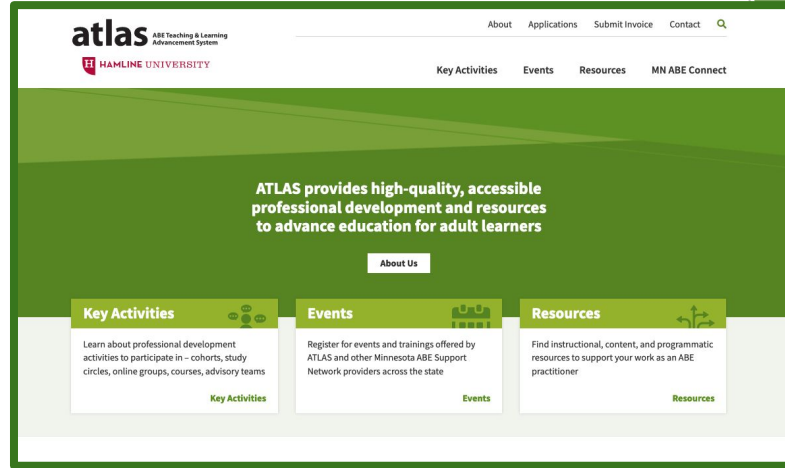
What tools are available for effectively engaging employers in ACP design & delivery?



**Adult Career
Pathways**

ACP

atlasABE.org



Access ACP Tools and Resources

ATLASabe.org > Resources >

Adult Career Pathways

Link to ATLAS ABE is in materials section



ACP Tools and Resources

Adult Career Pathways

ACP Course Curricula +

ACP Development Tools +

ACP Development Tools -

Adult Career Pathways Basics

Budgeting & Funding

Course Design

Effective Collaboration

Employer Engagement

Integrated Education & Training

Local Workforce Devel Boards

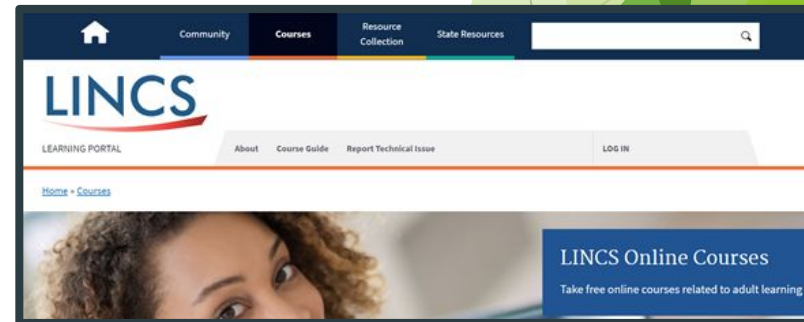
Strong Enrollments

Workforce Partnerships

LINCS Online Course: Engaging Employers in Adult Career Pathways

- ▶ How to create, build and sustain employer engagement
- ▶ Two hours, self-paced - *worth your time!*
- ▶ ATLAS note-taking guide to focus learning
- ▶ Perspectives from around the country; synthesis of best practices
- ▶ Many “aha’s” for MN ABE managers who took the course

Link to LINCS course is in materials section

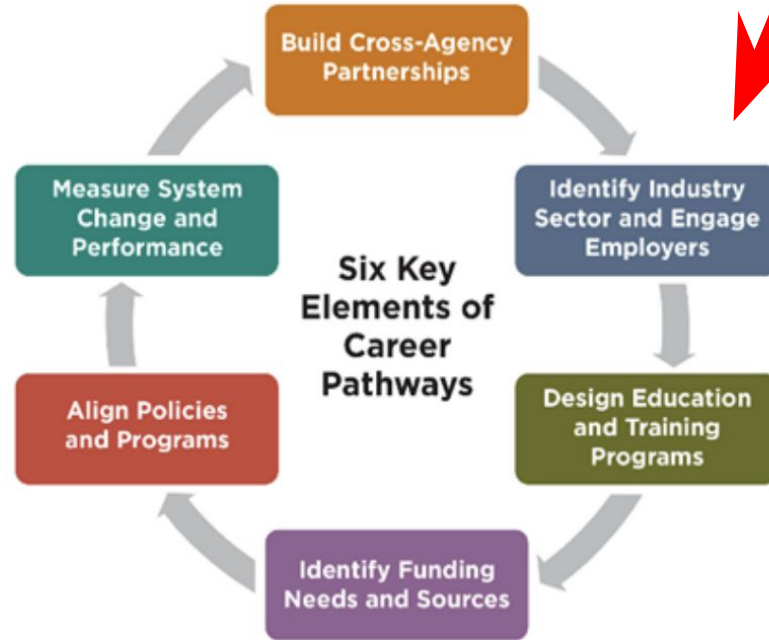
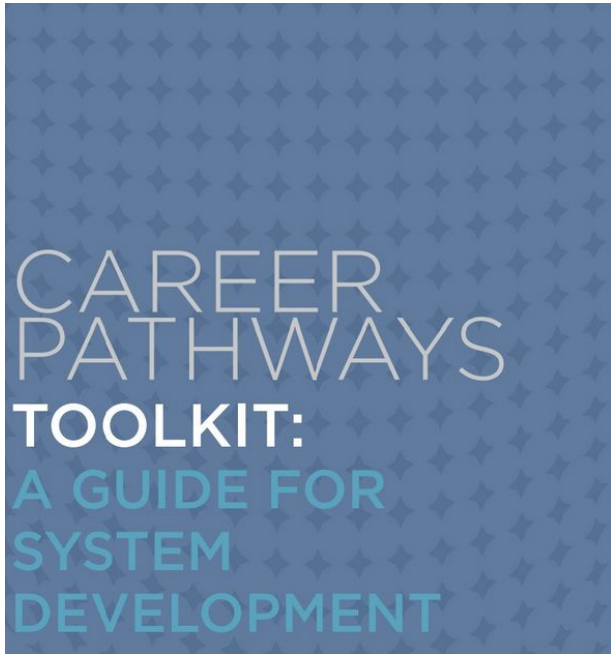


Issue brief: Engaging Employers to Support Adult Career Pathways Programs

- ▶ 10-page brief
- ▶ Practical strategies
- ▶ Promising examples from three states

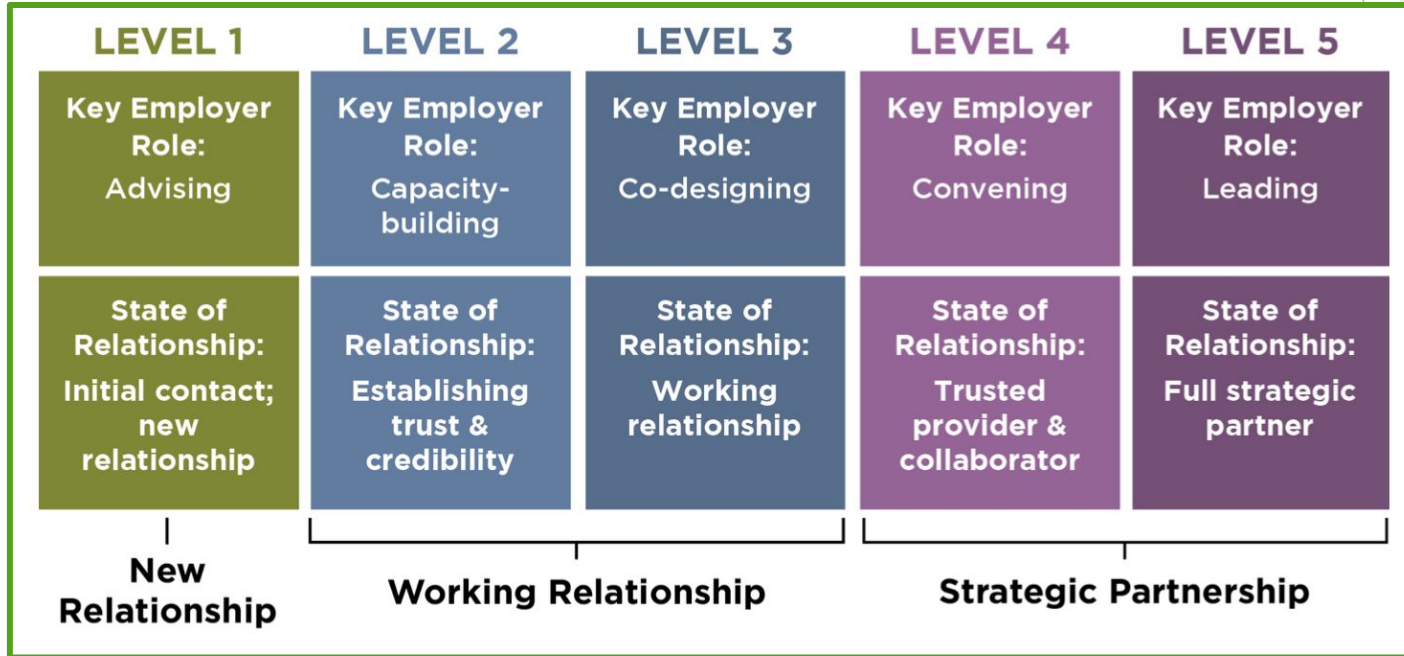
PDF of 10-page brief is in materials section

Career Pathways Toolkit - Element 2



Link to Toolkit is in materials section

Engaging employers - levels of involvement



Engaging employers - Tracking and setting goals for levels of involvement

Sector

Indicate the employer's industry sector.

Complete the chart by entering employers within the identified sector in the first column. Indicate the relationship level with each employer along the row, according to the criteria on the previous page.

Complete a new chart for each sector explored.

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

Engaging employers - Tracking and setting goals for levels of involvement

Employer	LEVEL 1 Advising	LEVEL 2 Capacity-building	LEVEL 3 Co-designing	LEVEL 4 Convening	LEVEL 5 Leading
<i>EXAMPLE</i> <i>Northridge Care Center</i>	<i>DEVELOP: discuss hiring needs, skills, competencies; advise on curricula</i>	<i>CURRENT: hosts bridge class field trip; provides guest speaker</i>			

Engaging employers - Many more resources in the online resource library

▶ CHAT:

- ▶ Other resources you have used that you recommend
- ▶ Resources you need that we can find and add
- ▶ Questions / comments



ACP Schoology Networking Group



- *Post questions*
- *Share resources*
- *View links & materials*
- *Connect with ACP in MN*

This screenshot shows the Schoology interface for the 'Adult Career Pathways in MN ABE' group. The page includes a navigation bar with 'COURSES', 'GROUPS', 'RESOURCES', and 'TOOLS'. The group name and logo are prominently displayed. A post by Joan Viewering is visible, dated Monday, August 26, 2019, at 12:09 pm. The post content reads: 'Hi, Heather, Astrid, Liz, and Nadine! I am excited to join your ACP Schoology group. My first introduction to ACP was being part of an ACP cohort taught by Heather and Stephanie. I was able to design a Career Exploration class that we used in Lakeville's ABE program. It was good to have our ABE and upper level ESL learners talk about and look at possible careers. As this school year begins...'. Below the post, there is a 'You like this' section with a comment from Heather Turngren: 'Welcome to the ACP Schoology Group Joan! It's great to see you *virtually* and read a highlight from your program with the new school bus driving permit class. Keep us updated on how the class and pathway are working.' The post was liked on Tuesday, August 27, 2019, at 10:31 am.

This screenshot shows the 'Resources' section of the 'Adult Career Pathways in MN ABE' group. The page lists several resources added by the user:

- ATLAS ABE - ACP**: <https://atlasabe.org/key-activities/acp/>, Added by You · Jul 10, 2019
- LINCS - ACP Courses**: <https://lincs.ed.gov/state-resources/federal-initiatives/adult-career-pathways/online-courses>, Added by You · Jul 10, 2019
- ACP-Glossary-July2019.pdf**: Added by You · Aug 8, 2019
- ACP in MN ABE promotional materials**: Added by You · Aug 23, 2019
- Course Design & Curriculum**: Added by You · Aug 23, 2019
- Career Pathways Toolkit -**: Added by You · Aug 23, 2019
- Element 1: Workforce System Partnerships**: Added by You · Jul 10, 2019

Join the ACP Networking Group



Adult Career Pathways in MN



Join the ACP in MN ABE Schoology Group -

1. If you don't already have a Schoology account, go to www.schoology.com and sign up as an Instructor. *(This is important!)*
2. Once you are in your account, go to the top blue bar, choose *Groups*, and then click [My Groups](#)
3. Click *Join a Group* and then enter the group access code **H6K9-V3WR-RRWNR**.
4. Post your general questions, ideas and resources in the *Updates* section of the group. This is the page that will appear after you enter the group.
5. Configure your settings to send notifications; this will keep you updated on ongoing discussions!

Questions on Resources?

Chat out your questions - or “raise your hand”



Events

Events for February 2020

EVENTS IN 2020-02		SEARCH For all results, switch to List view on right		Find Events		VIEW AS Month	
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	
16	17	18 New Adult Basics Learn Languages	19	20 FY20 CCPS TA Webinar 2	21 Standards Integration Content Analysis (10:00-11:00)	22	
23	24	25 Get Up Out of Your Seat! Learner Content Lessons	26	27	28	29	

Save the Dates - Future ACP Events

Find a list of ACP-Related events in Materials section or
Register online at ATLASABE.org



▶ ACP Webinars:

- ▶ **Webinar #4 Thursday, February 20 - 1:00pm - 2:30pm**
 - ▶ *Yes, You CAN! Building Strong Enrollments, Retention, and Marketing for Adult Career Pathways*
- ▶ **Webinar #5 Thursday, May 14 - 1:00pm - 2:30pm**
 - ▶ *Yes, You CAN! Navigation in Adult Career Pathways*

▶ Adult Career Pathways Event

- ▶ **Friday, May 1, 2020 8:30am - 4:30pm @ MDE in Roseville**

Thank you and see you on February 20!



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