

# DOL TAACCCT Teleconference Summary

## Effective Employer Engagement

April 16, 2014

### Peer Presenters:

**Clay Goodman**- Arizona Sun Corridor Get into Energy Consortium, Estrella Mountain Community College  
**Marianne Krismer**- Health Professions and Pathways Consortium, Cincinnati State Technical and Community College

### Moderators:

**Charlotte Harris**, Workforce Analyst, Department of Labor  
**Annette Summers**, President, Giuffrida Associates

*This interactive teleconference followed a webinar that discussed challenges and best practices in Effective Employer Engagement. Strategies.*

## Overcoming Challenges

*Key obstacles and recommendations shared during Peer to Peer discussion:*



- **Communication:** Establish effective methods of communication both internally (between college faculty) and externally (with employers).
- **Managing Internal Resistance:** Create shared goals to be followed and revisited often.
- **Working with an Intermediary:** Several colleges expressed difficulties with internal processes that do not allow them to approach employers directly. For these schools it is important to have good relationships with the local One-Stop Career Centers and communicate on a regular basis.
- **Marketing Strategies:** Create presentations for employers stating how they will directly benefit. Focus on the short-term immediate impacts for employers' current situation.
- **Scheduling Tips:** Plan in-person meetings during lunch time. Use teleconferences as a primary method of communication.

## Promising Practices

- ✓ Have **employers take part** in every aspect of the training programs, from being present at classroom discussions to sitting one-on-one with students. This generates a sense of **responsibility** that **almost guarantees full employer participation** and commitment to the program's success.
- ✓ Have a structure in place to **routinely discuss** the challenges and successes of the program. The executive decision makers and working partners from the college should meet with representatives from community organizations and employers that work directly with the program.
  - Conduct routine meetings with relevant industry personnel to ensure that participants and employers **remain focused and committed** to their overall goals.
- ✓ Create an employer consortium for the development of various **internship and mentorship programs**. This can result in stronger connections with employers.
- ✓ Develop a **newsletter** for all grant process stakeholders.
- ✓ Align grant programs and project designs with **current legislation**.
- ✓ Host **career days** where employers and students can connect early-on in the process.