

JTED Business Engagement

Illinois Technical Assistance to Grantees

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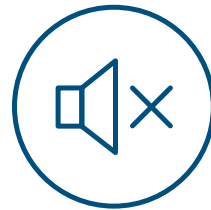
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ACKNOWLEDGE SPEAKER



MAXIMIZE MICROPHONES



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Your Presenter



Stephanie Veck

*Business Engagement Coach to Illinois
Workforce Innovation Board*

American Institutes for Research (AIR)

Today's Agenda

- Welcome
- Building your Business Outreach Skills
- Questions
- Wrap-up





Overview

- **Our Goal:** Provide an understanding of Business Engagement Tactics
- **We will cover**
 - The Opportunity and Developing Your Solution
 - Three Phases of Business Engagement

Today's Reality –

- Businesses are struggling to find workers
- Workers are facing many challenges to returning to work (fear, childcare, technology, job transitions)



JTED Opportunity

JTED provides an opportunity to provide *innovative, employer-driven training approaches* that pair education and occupational training with *work-based learning (WBL)* to support regional and local economic development for businesses and individuals most impacted by the COVID-19 pandemic. Additionally, a key feature is the flexible funding available for individuals with emergency costs for basic needs.

Service Delivery Models

ALL Models require business engagement

Category 1 – Job Seeker Focus provides occupational training ***along with work-based learning*** to individuals who need self-sustaining employment. Training strategies must be ***part of a career pathway for demand occupations*** in the ***targeted industries*** and result in participants earning stackable certification or credentials.

Category 2 – Employer Focus, Upskills employees and connects employers in targeted industries impacted by COVID-19 to job-seekers and may include incumbent workers.

Category 3 – Youth offers career development opportunities and ***work-based learning*** (e.g., pre-apprentice and apprenticeship) for youth ages 16-24 with one or more barriers to education, training, and employment.

Category 4 - Barrier Reduction Funding increases family stability and ***job retention*** by covering accumulated emergency costs for basic needs.

* Note that all programs shall have a priority on small and medium-sized minority-owned companies.



To best serve individuals you must offer Businesses a Solution

The Mindsets



- Your programs need to be development in collaboration with business and include WBL.
- How might your approach leverage what businesses already do and help them to achieve better results.
- Your pitch is only as good as the program you can deliver.

Three Phases of Business Engagement





Phase 1: Research and Preparation

- ✓ Recognize the business pain points that your program can address.
- ✓ Use research to identify businesses who may need your services.
- ✓ Research and identify existing business led partnerships that you may work with to collectively work with a group of businesses.
 - ✓ Talent Pipeline Management Collaboratives
 - ✓ Sector Partnerships
 - ✓ Chamber of Commerce, Local Workforce Board, Local Education Convened Partnerships with business leaders.
- ✓ Prepare for your first conversation.

Recognize Challenges



| Challenge | Indicator |
|---|---|
| <ul style="list-style-type: none">• Skill gaps in hiring | <ul style="list-style-type: none">• Job posting open for a long time |
| <ul style="list-style-type: none">• Development of existing talent | <ul style="list-style-type: none">• Businesses post openings for mid-level positions |
| <ul style="list-style-type: none">• Attracting and retaining talent | <ul style="list-style-type: none">• Jobs are constantly posted and reposted |
| <ul style="list-style-type: none">• Retiring workforce | <ul style="list-style-type: none">• Industry reports indicate short-to-mid-range retirements |
| <ul style="list-style-type: none">• Advancing technology | <ul style="list-style-type: none">• The business expresses interest in customized or technical training |

Use Research to Identify Businesses

1. Identify industry sectors in your regional economy that fit the definition of targeted industries for the grant.
2. Look for businesses with openings that indicate the challenges we discussed, identify small/med and minority owned businesses.
3. Review job descriptions.
4. Keep track of what you learn.





Understand What You're Offering Businesses

- Set forth the Return on Investment involved with your program
- Consider how you would best utilize JTED to offer value to businesses.
- Your community, the needs of individuals and businesses have changed how will you address these new realities.

Value offered to Business

- Does your program remove or address risk for the business?
- Could it increase retention rates?
- Assist with recruitment, hiring, onboarding, and advancement of workers?

Additional services, resources to leverage

- Tax credits, workforce development grants, WIOA, CTE or other training
- Apprenticeship programs, funding
- How will you collaborate with State / Regional / Local resources and partnerships?

Phase 2: Building Relationships

- ✓ Validate Pain Points and Learn the Business' Culture.
- ✓ Introduce your program in the Context of Existing Business Practices.
- ✓ Explore and respect partnerships the business may already have for workforce development.
- ✓ Build Trust.

Validate Pain Points and Learn the Business' Culture



- Start with a problem statement – not a solution.
- Ask questions, seek to understand.
- How have they solved their challenge? (recruitment, on-boarding, internal training, mentoring, etc.)
- Who are they already working with, how might you bring additional value?

Existing Business Practices

Businesses have processes but might be struggling to adapt, how might you help?

- ✓ Recruit and Assess Potential Workers
- ✓ On Boarding
- ✓ Staff Training

Some but not all businesses offer additional career help, how might you add value to these, or help businesses offer them?

- ✓ Retraining
- ✓ Professional Development / Career Advancement
- ✓ Mentoring

Supportive services that could increase retention, and productivity, such as:

- ✓ Childcare
- ✓ Transportation
- ✓ Work Clothing
- ✓ Life-skills training and/or mentoring

Speak Their Language



Workforce Speak

- Outreach & Placement
- Skills, Competencies, Responsibilities
- Training / Education
- On the Job Training (OJT)
- Wage increases
- Career Pathways

Business Speak

- Recruitment & Interviewing
- Job Descriptions / Position Responsibilities
- Internal/External Training Education or On-boarding
- Mentoring / Supervision of Work Performance Reviews
- Merit-Based Increases Performance Increases
- Position / Title Change

Follow Up

Building on A Successful First Conversation

- Leave the first meeting understanding employer pain points.
- Always set up for next conversation with take-aways and next meeting scheduled.
- Understand that there will be multiple future calls with different audiences.
- Create an incentive for meeting with you again.

Build Trust

- Provide examples of how others' businesses have used your program (or approaches like yours) to recruit, hire and train workers.
- Offer opportunities to connect with peers using your program.
- Clearly articulate the value of working with you, what you are offering and what you are asking of them.
- Promise less and deliver more, do not commit to doing what you cannot do.

Closing the Deal

- Get a commitment in writing to participate in the program.
- Provide a plan for working together, with clear expectations.
- Do what you say you will do and more, provide value with each interaction.
- Do not over promise, always follow through.



Public Health Challenges and the Current Economy

- Focus on occupations with greatest demand now and three months from now, in the industry impacted by COVID-19.
- Work with other partners to ensure fast returns and low business investment in program participation.
- Use sector strategies to focus on a specific industry or cluster of occupations and employers.
- Engage existing business partners in business-to-business conversations.

Business Engagement Tools

- [Business Engagement for Vocational Rehabilitation Services](#)
- [Business Engagement in Apprenticeship](#)
- [Business Service Delivery Recovery Resources](#)
- [Tips for Engaging Business During Economic Recovery](#)



Questions & Discussion





Advancing Evidence.
Improving Lives.

Your host today

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*For additional questions, please
contact:*

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