

U.S. DOL ETA TAACCCT TRAINING
Thursday July 24, 2014 (8:00am Start Time)

What's working with employer engagement?

Advisory Boards
Building on long term partnerships
Using different methodologies
Top level management inclusion
Internships
Employers speaking to the classroom
Building a financial relationship with employers
Piggybacking on other economic development

What's not working?

Burnout from employers
Responsiveness to employer needs not fast enough
No employer engagement follows up.
Industry is fickle
Lack of communication (not understanding each other's language)

Moving forward challenges ahead how to approach...

Multiple programs conducting college outreach to employers (duplication of services: Burnout of employers)
Deeper involvement with employer's {how do we get them to buy in}
Employer competition
Saturation
Competition against for profit schools that already have employer relationships
Sustainability
Connect the media (negative stories)

Invest in the relationship not the money
"Never chase the dollar chase the relationship so you can end up with both"
Show up with utility information (Labor Market Information)
Engage employers with a bigger picture
Be the leader in different ways

Industry driven process in determining the needs of the industry sector
Allow employers to drive the conversation

Do not sabotage yourself:

Determine are we playing a short game? Input, observation, time limited involvement, quick hit, narrow agenda, Transactional: treated like customers. Competition is wide open (fixed sum environment).

Determine are we playing a long game? Employers as partners: they need a collective voice. Transformational viewpoint: Employers agenda {opportunity to grow business they need people/talent}. Business driven and community supported. Find employers: Company and industry futures are tied to their communities future. Spend time to get the right people in the room with right perspective and sending consistent messages. Trust building is important because the focus is on the long game.

TAACCHT grants allow external evaluators to become more of a colleague.

What evaluation questions are most important or interesting to you?

- Institutional change components: How to get changes implemented and do those changes make a difference for the student?
- Predictive information that we can apply on the fly: That we can integrate in our continuous improvement plan
- Goals and objectives and meeting those needs: participant focus.
- Performance of students after they obtain employment.
- Challenges of evaluation navigating coaching. Quantify counseling?
- Best ways to assess?
- Employment or participants?

What pieces of data are you collecting and why?

- Digital badges collection information
- What data collection is captured by central researcher?
- Template to collect data across all nine colleges: Aggregate for nine colleges.

- What format are we going to put that in? Current system in place cannot capture all the required data. Template or format is needed to capture
- Frequent and timely communications are important.
- Critical friend's model: project meetings and communication loops (evaluator brought in to those discussions).

Bureau of Labor Statistics uses Occupational Employment Statistics for reports

Voluntary data from employers (Employment Data)

BLS Occupational safety and projections

Survey Employers, nationwide

BLS provides technical assistance: wages, staffing patterns

Example given: Metro areas for electricians

Maps on websites

Location Quotients: concentration of the area occupational employment compared to the national average concentration. {Comparative Advantage} (Able to compare the data state to state as well)

OES Data comes out in November

Employment Projections: (2012-2022) Percentage growth is really important.

Associate degree information or non-degree information

High school diploma occupations

Projections look at growth related change in occupations, replacement estimates are included.

Industry Clusters Handout