TRIBAL TANF MEETING
REGIONS 4-8
MYSTIC LAKE CASINO / JULY 18, 2018

Good for Business: Making the Case for

Employer Engagement

Facilitator: Judith Lorei

SESSION OBJECTIVES

- Identify the services that you provide to an employer.

- Determine the value of those services.

- Use business language to describe your services.

- Articulate your services in a concise presentation.

WHAT SERVICES DO YOU BRING TO EMPLOYERS?

WHY SHOULD A BUSINESS WORK WITH YOUR PROGRAM?

Service	Value
Pre-screened candidates	
Diverse candidate pool	
Pipeline of workers/replacement workers	
Job Coaching	
Work-based learning opportunities	

WHAT VALUE DO YOU BRING TO EMPLOYERS?
HOW DOES A BUSINESS BENEFIT
FROM WORKING WITH YOUR PROGRAM?

Service	Value
Pre-screened candidates	Reduce per hire cost = $4,129 (Society for Human Resource Management)
Diverse candidate pool	Businesses benefit when employees reflect the customers they serve.
Pipeline of workers/replacement workers	Number of days to fill a position = 42 (Society for Human Resource Management)
Job Coaching	Reduce turnover costs = 16% of annual salary for jobs paying $30,000 or less (Deloitte)
Work-based learning opportunities	Internships, externships, apprenticeships increase employee investment and retention

TURNOVER AND REPLACEMENT COST

Examples of costs to employers: Hiring and Onboarding

- Advertising
- Interview and screening
- Reference checks
- Drug screen
- Physical/TB/vaccinations (health care jobs)
- Orientation and training

TURNOVER AND REPLACEMENT COST

Examples of costs to employers: Staff Vacancy

- Hourly rate/overtime
- Length of time to fill a vacant position

Key findings

❏ Business executives and non-profit leaders harbor negative stereotypes about one another.

❏ Cultural differences between non-profits and businesses unknowingly reinforce negative perceptions and undermine the trust necessary for partnership.

❏ Business executives will not meet non-profits half way. They have little desire to learn a new language and may hold non-profits to higher than normal business standards.

HIDDEN AGENDAS
STEREOTYPES AND CULTURAL BARRIERS TO
CORPORATE-COMMUNITY PARTNERSHIPS
LAUFER, GREEN, ISAAC

TAKE AWAYS:

✧Understand this gap as a cross-cultural issue.
✧Lead with the business benefit.
✧Minimize risk – optimize high Return On Investment.
✧Speak the language of business.
✧Consider style of speech.

HIDDEN AGENDAS
STEREOTYPES AND CULTURAL BARRIERS TO CORPORATE-COMMUNITY PARTNERSHIPS
LAUFER, GREEN, ISAAC

TAKE AWAYS:

⭐ Do your homework.

⭐ Focus on outcomes, not process.

⭐ Demonstrate respect for them: time= money.

THE LANGUAGE OF BUSINESS

FROM: *ENGAGING EMPLOYERS: STRATEGIES FOR SECTORAL TRAINING PROGRAMS*

HEALTH PROFESSION OPPORTUNITY GRANTS

Pain points: Areas in which the employer is experiencing enough hardship that they may be willing to do business differently to solve a workforce need.

Talent funnel: The process of screening applicants to get to the most qualified to interview and then hire. Want to reduce the "screen to hire" ratio.

Onboarding: The process of moving a new hire from applicant to employee status ensuring that paperwork is done, benefits administration is underway, and orientation is completed.

Talent Management: Also called Human Capital Management, the process of recruiting, managing, assessing, developing and maintaining employees.

DIALOGUE STOPPERS ☐

We don't work with organizations or programs.	
Can you guarantee your people will show up for interviews?	
We are not hiring right now.	
I dealt with another organization who sent me someone from "their program" and she rarely showed up for work on time.	
Can they pass a drug test?	

DIALOGUE STOPPERS ☐

We don't work with organizations or programs.	I appreciate your candor. I have heard this from other companies but after working with us...
Can you guarantee your people will show up for interviews?	We have a strong track record of candidates showing up for interviews. And when they arrive for the interview, they are prepared.
We are not hiring right now.	Actually, I am not calling to see if you are hiring. I would like to set up a 20 minute meeting with you at your convenience.
I dealt with another organization who sent me someone from "their program" and she never showed up for work on time.	All of the students have successfully completed a rigorous 9 month program where they had to come on time every single day. They have proven themselves.
Can they pass a drug test?	I am not going to send you anyone I haven't personally screened and who can't pass a drug test.

FIRST EMPLOYER MEETING **ROLE PLAY**
TALKING POINTS
GUIDELINES FOR **STAFF**

1. Provide your organization/program name, your name and your role in the organization.

2. Give a clear, concise description of your service and the benefit it provides.

3. Describe the current or potential demand for this service.

4. Give a statement about what makes your service unique or sets it apart from others.

5. Provide a brief but compelling statement about your service's value (e.g., addressing staffing needs, saving money, helping the community).

6. Describe your organizational and/or technical capacity to work with the employer.

7. Discuss your personal energy and passion for making your program succeed.

Strategic Employer Engagement Commonwealth Corporation

FIRST EMPLOYER MEETING **ROLE PLAY** TALKING POINTS

GUIDELINES FOR **"EMPLOYERS"**

1. Assume an employer profile.

2. You are a Recruiter for Human Resources.

3. It is your job to handle all calls related to interviewing and pre-screening for positions within your company or organization.

4. Determine your workforce needs. What is your pain point?

RESOURCES

Employer Engagement Toolkit: From Placement to Partners *Jobs for the Future* – Toolkit provides a step- by-step guide for practitioners to deliberately integrate employer engagement into the core decision making of a program.

CareerSTAT -Guide to Investing in Frontline Health Care Workers *National Fund* - provides health care employers with strategies and a framework for investing in the skills and careers of frontline worker to increase business impact and provide workers with opportunities for advancement and growth.

Strategic Employer Engagement *Commonwealth Corporation* - Guidebook for workforce practitioners offers tools and a process in planning and executing successful employer engagement activities targeted to youth serving organizations, but applicable for adult workforce programs.

Job Development Essentials *Public/Private Ventures* –Practical advice for workforce development professionals with an emphasis on engaging employers, providing expanded services to the business community and involving business people as resources and advocates for an organization.

ROI 360 – *Job Opportunity Investment Network* - Report on JOIN-sponsored training efforts and how they resulted in return on investment for employers and other stakeholders.

Hidden Agendas – *Laufer, Green, Isaac Public Relations and Strategic Marketing* - study on cultural barriers to corporate-community partnerships.