

Supporting Employment Success through Employment Services and Employer Engagement

Building Pathways to a Brighter Future



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HPOG Employment Resources Overview

- [Employment Resource Guide](#)
 - Case studies that illustrate project leadership practices to engage employers and improve employment outcomes
 - Tools to build an employer engagement and employer services plan
- [Employer Investment Paper](#)
 - Three key elements of the HPOG program that contribute to success and encourage employer engagement
 - Three actions that made employers decide to engage with HPOG

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Employment Virtual Learning Cohort Resource Guide



Project Leadership Practices

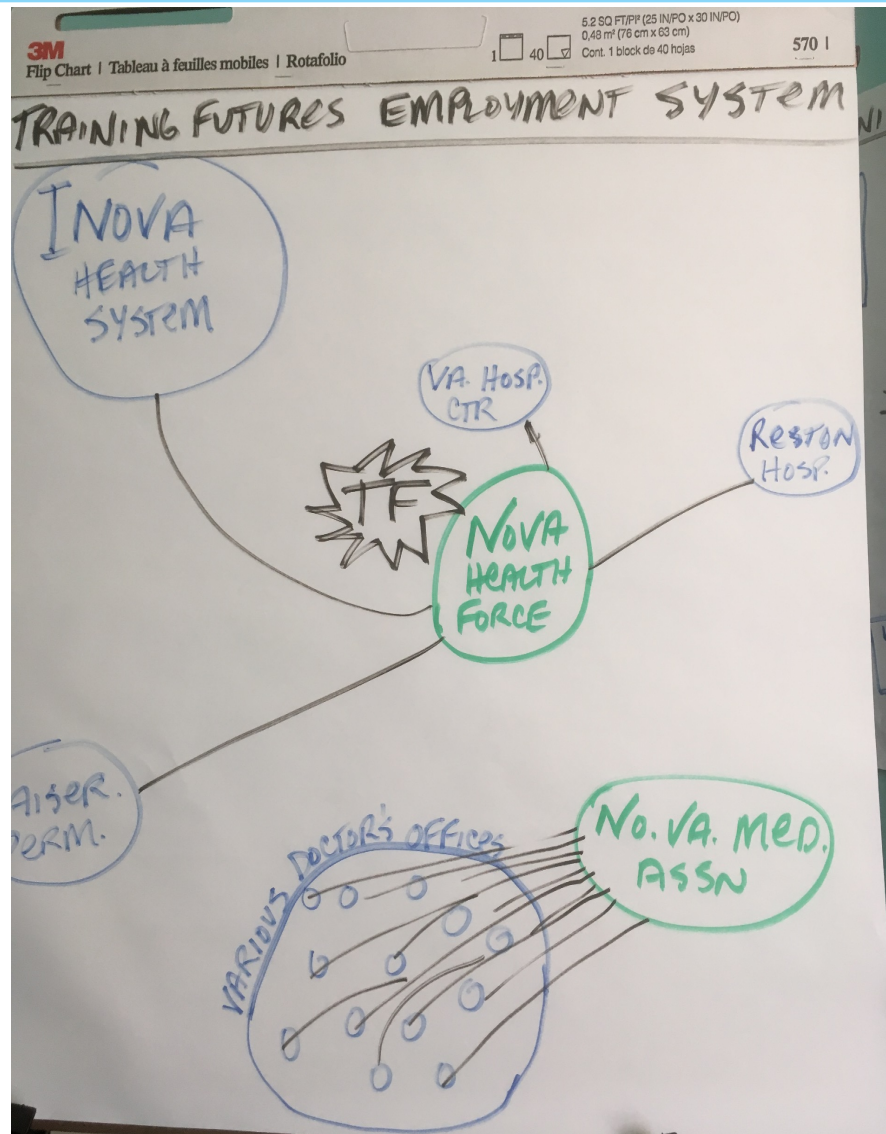
Five Project Leadership Practices to Engage Employer and Improve Employment Outcomes

- Use shortcomings to energize change initiatives
- Focus team efforts on high impact employment improvement opportunities
- Design dual customer “translator” job role
- Gather and deploy employer knowledge
- Create win-win employer engagement roles

TOOLS FOR BUILDING AN EMPLOYER ENGAGEMENT AND EMPLOYMENT SERVICES PLAN

- Employer Stakeholder Mapping Activity
- New Employer Call Planning Tool
- Employer Engagement and Employment Planning Worksheet

Stakeholder Map



New Employer Call Planning Tool

- Step #1: Find a “Friend” Who Can Share Information About the Employer
- Step #2: Gather Available Data
- Step #3: Plan Your Approach

Sample Employer Engagement Assessment Questions

- Does your project have specific staff assigned to manage employer relationships?
 - If **yes**, which staff are assigned to that role and how much time per week is spent managing those employer relationships? Are there steps that need to be taken to bolster this practice? For example, does more time need to be devoted to this?
 - If **no**, can current staff handle managing employer relationships? Do job assignments need to be shifted among current staff to have a singular staff member dedicated to employer relationships? Does new staff need to be hired?

Sample Participant Employment Services Assessment Questions

- Does each participant who enrolls in your program create an education/employment plan?
 - Does it incorporate a career pathway?
 - Is it made by the participant with his/her case manager/navigator?
 - Is that plan referenced in future conversations about employment and continued education?
- If any answer is no, what would it look like to change the program process to make it a yes? Who would be responsible for it and by when?

Grantee Example: Project HELP

HPOG Case Study: Project HELP's Employer Relationship Management Strategy

- Three foundations for success:
 - Establish clear relationship management accountabilities
 - Determine the focus for employer engagement efforts (and other high impact activities)
 - Create and maintain employer knowledge management systems
- Step-by-step employer relationship management process
- Translating employer intel into participant employment support services
- Tools to use from Project HELP

Employer Investment in HPOG



ADMINISTRATION FOR
CHILDREN & FAMILIES

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Key Elements of the HPOG Program

- Effectiveness of training program
- Wraparound support services to applicants and new employees
- Funding stream provides capacity for initiatives that otherwise would not have been feasible

Key Actions by HPOG Grantees

- Building trusting relationships with both employers and HPOG participants
- Communicating openly and being responsive to employers
- Filling business need and/or mission of employers

QUESTIONS?





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