Engaging Employers in the Work-based Learning Continuum

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About Business U, Inc.
Strategy – CRM – Professional Development

2017 Innovation of the Year Award for Learner Engagement
2017 Gold Davey Winner
B2B Engage CRM Technology

ACCREDITATION MATTERS
On the Agenda

- Employer Engagement Resistance: Insights from National Study
- Using a Demand-driven Lens to Overcome Engagement Barriers
- Transactional Efforts & Transformational Strategies to Build Relationships
- Takeaway: 5 Key Engagement Strategies
- Proactive Outreach Roadmap: Building the Ideal Ecosystem
- Resources & Toolkits
- Handouts:
  - Self-assessment: Business Engagement Behaviors and Activities
  - Organization assessment: Touch-point Value Propositions
What is more challenging for you?

ENGAGING employers in WBL

SUSTAINING employer engagement in WBL
NEW: NATIONAL STUDY
Preliminary Findings
Current Business Engagement Practices under WIOA
Employer Engagement

Education Vertical

Top 3 Challenges

Time Commitment

Coordination of Outreach Efforts

Measuring Business Engagement
Understanding the Psyche of Business

This is what keeps “Employers” up at night

Sales
Debt
Profitability
Growth
Marketing
Reliable Help/Trained Staff
Cash Flow
Product Development
Efficiencies
Competitive Edge
Contract Negotiation
Litigation
Compliance
Economic Slowdown

I am more than an employer
Demand vs. Supply

Example: Ford NGL Communities

Students are at the center of everything we do.

How does your mission help me [employer] to:

- Increase profitability?
- Enhance productivity?
- Increase efficiencies?
- Improve customer service?
Value Proposition: Features & Benefits

Features are *factual statements* about a service being discussed or promoted, but they do not engage a prospect. A benefit answers the customer’s question, “What's in it for me?”

A value proposition explains the **benefits (NOT features)** your business customers will receive from the services you provide.

- How do you uniquely provide those services compared to your competitors?
- The less known your organization is, the more effective your value proposition needs to be.
Maximizing an Ecosystem for Engagement

Relationship Building

Operational Support
If you work with people, you are in the business of building relationships.

The art of building a trustworthy and credible transformational relationship requires you to increase your interaction and decrease your expectation.
Strategy #1
Leverage Vertical Assets
Strategy #2

Approach Awareness

**Transactional**
- Agenda Driven
  - Problem handled
  - Solve Immediate Needs
  - Conditionally Motivated
  - Limited Interaction
  - Data not collected or shared

**Transformational**
- Evolves over time
  - Data Reigns Supreme
  - Leverage Partner Relationships
  - Leverage Business Solutions Portfolio
  - Not Agenda Driven
  - No Immediate Reward

Customer Focus: Wants

Customer Centric: Needs

Transactional Efforts & Transformational Strategies
Strategy #3
Communicate in Value Propositions
Strategy #4:
Segment Supply & Demand Communications

WWW.FINDITBEIT.ORG
Strategy #5

Use CRM Technology to Expand Reach
Business Engagement Outreach Plan

1. Understand the Market
   - High Growth Sectors
   - Demographics & Firmographics
   - Market Penetration
   - Industry Trends
   - Needs Assessment & Customer Insight Data

2. Develop Industry Partnerships
   - Regional Landscape & Asset Mapping
   - Workforce & Education Sector Strategies & Initiatives
   - Economic Development Business Attraction, Growth & Retention Initiatives
   - Partner Service Portfolio

3. Solve Complex Workforce Challenges
   - Regional Goals & Objectives
   - Roles & Responsibilities Due Diligence
   - Maximize Stakeholder Contributions
   - Coordinated Referral Processes
   - Transformational & Transactional Engagement Strategies
   - Feedback Loops
   - Braided Funding & Sustainability
   - Business Engagement Benchmarks & Measures

4. Coordinate Outreach & Partnerships
   - One-to-One: Business Services
   - One-to-Many: Sector Initiatives
   - Standardized & Automated Workflow Processes
   - Leveraged Resources
   - High Growth Sector Relationship Management
   - Relationship Development & Expanded Reach
   - Automated Business Outreach Campaigns
   - Common Scorecard: Demand Measures
   - Continuous Process Improvement
   - Technology: CRM

5. Maximize Capacity
   - Baseline Knowledge Assessment
   - Business Engagement Skill Set
   - Professional Development Plan
   - Learning & Training Events

6. Build a Business Case for Support
   - Regional Brand Strategy
   - Business Engagement
   - Value Propositions
   - Publicity & Early Wins
   - B2B Marketing
   - Social CRM Strategies

Business Engagement Ecosystem: Ideal State

- Communications
- Demand Side
- Professional Development
- Regional Solutions
- Data Driven Operations
- Collaboration

BusinessU
Maximizing Business Engagement
Resources

• CCCCCO Sector Strategy Toolkit
• B2B Engage® CRM Technology
• eBooks: Employer Engagement
• Professional Development
• CRM Evaluation Guide
• Free GED Online Prep Course
• 3rd Party Credibility eTutorial

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