

Business Partner Engagement Strategies

Employer Partner Benefit



Engagement Strategy



- Develop profile of employers by size, type, and location. This enables quick reference regarding the community's employers and their major characteristics.
- Streamline processes for referrals to employers from transition and youth service programs. Consider a single point of contact for specific employers or at least a clear process for making contact with employers.



- In concert with program providers and employers, develop work-based learning tools (e.g., assessment of skills development, checklists for use by workplace supervisors, etc.) based on industry standards and needs. Student and youth can thus be specifically prepared to develop skills relevant to that industry.
- Identify employment trends, including projecting skill needs in particular industries.



- Include local business organizations such as Chambers of Commerce as potential partners. Partners should also consider active involvement in business organizations as a way of reciprocating participation. Mutual support is always a good strategy!
- Promote the participation of educators, employment professionals, and state agency personnel in activities that educate them about business and industry (e.g., externships, job shadows, etc.). This will not only help them "speak the language," but will provide a perspective from which to see through the lens of the employer partners so as to better communicate and address business goals.

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