

# ENGAGING EMPLOYERS

## Mapping it out

IELCE Stage of Programming	Relationship with Employers	Key Activities
Early Research and Development	/	<ul style="list-style-type: none"> <li>• Collaborate with industry associations and existing networks at your organization to identify prospective partner employers</li> <li>• Program conducts LMI research</li> </ul>
Establishing Partnerships	<ul style="list-style-type: none"> <li>• Initial contact</li> <li>• Educating on programming elements and building trust</li> <li>• Participating on leadership team</li> <li>• Creating Action Plan and/or MoU</li> </ul>	<ul style="list-style-type: none"> <li>• Informational site visits</li> <li>• Sharing of program design and elements of establishing key partnership roles (concept plan, graphics, marketing materials)</li> <li>• Identify value of available industry-recognized certificates and trainings</li> </ul>
Program and Curriculum Design	<ul style="list-style-type: none"> <li>• Using shared ideas and language within partnership</li> <li>• Support with identifying industry competencies for learning objectives</li> <li>• Support with contextualizing curriculum</li> <li>• Informing IET and pathway design</li> </ul>	<ul style="list-style-type: none"> <li>• *Site tour to garner contextualized curriculum content</li> <li>• Management, supervisor, and employee needs assessments</li> <li>• Employer provides physical materials (e.g., forms, tools, materials, etc.) for curriculum content</li> </ul>
Active Programming and Continued Improvement	<ul style="list-style-type: none"> <li>• Integrated and visible partnership during programming where possible</li> <li>• Continued correspondence on program development and hiring needs</li> <li>• Partnering in program evaluation, restructuring, and redelivery</li> <li>• Partner in marketing and advocacy</li> </ul>	<ul style="list-style-type: none"> <li>• Employer invitations to career fairs</li> <li>• Students conduct worksite tours</li> <li>• Employer shares needs for graduates, program provides program schedule</li> <li>• Employer updates on workforce needs</li> <li>• Formulate IELCE / Career Pathways Partnership Impact Documents</li> <li>• Employer may invest in continued student participation in career pathway (with stackable credentials and/or post-secondary degrees)</li> </ul>

READING CONNECTIONS, INC.

### Inspiration drawn from:

Jobs for the Future. *A Resource Guide to Engaging Employers*. <https://jfforg-prod-prime.s3.amazonaws.com/media/documents/A-Resource-Guide-to-Employer-Engagement-011315.pdf>

World Education. 2016. *Adult Education and Immigrant Integration: Lessons Learned from The Networks for Integrating New Americans Initiative*. <https://worlded.org/WELLInternet/resources/publication/display.cfm?txtGeoArea=US&id=16503thisSection=Resources>

