

Executive Summary

Engaging Employers to Support SWFI Career Pathways

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SWFI grantees must address a range of challenges to help their participants secure employment after completing SWFI training, to support participants' progress along career pathways and to achieve their grant's entered employment rate goals.

This interactive webinar was designed to provide concrete strategies for engaging employers in a range of grant activities to help improve SWFI participants' employment outcomes and their progress along career pathways towards middle- and high-skilled employment. Senior Subject Matter Expert Shayne Spaulding expanded on her recent work to help grantees understand the importance of, and how to operationalize, employer engagement. Shayne also provided grantees with strategies for leveraging employer partnerships to better understand local labor markets and improve connections between SWFI training programs and job placements.

This webinar provided grantees with:

- Examples of meaningful employer engagement;
- Common challenges in engaging employers;
- Strategies for engaging employers to support career pathways;
- Lessons for SWFI programs.

This webinar was targeted to SWFI program leads and other SWFI grant staff involved in day to day grant activities for employer engagement.

Run of Show

Introductions	0:10
Objectives	1:10
Agenda	1:30
<i>Polling Question #1</i>	1:45
What is meaningful employer engagement?	2:20
• Better understanding of the local labor market	10:55
• More targeted program design and delivery	13:32
• Pipeline for participant recruitment and hiring	19:04
• Enhancing credibility and advancing sustainability	21:41
<i>Polling Question #2</i>	22:40
What are some challenges to creating meaningful employer engagement?	24:33
• Engagement can be resource intensive for grantees and employees	24:40
• Grantees and employers may communicate differently	26:35
• Employers must be sold on how engaging with SWFI benefits them	30:00
<i>Polling Question #3</i>	31:50
What are some strategies for engaging employers in meaningful way?	34:11
• Carefully select employer partners	34:26
• Actively engage employers	36:47
• Provide employers with dedicated access to qualified, well-trained candidates	39:14
• Leverage employer partners to broaden network	40:41
• Develop deeper partnerships with a select number of employers.	42:08
Q & A	45:40
Relevant TA Resources	54:53