Executive Summary
Engaging Employers to Support SWFI Career Pathways
10/2/2018
Moderator: Danielle Kittrell
Speaker: Shayne Spaulding, Lily Roberts, Jessica Harding

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 |
| Polling Question #1 | 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 |
| Polling Question #2 | 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 |
| Polling Question #3 | 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 |