

# Business Engagement

February 15, 2022

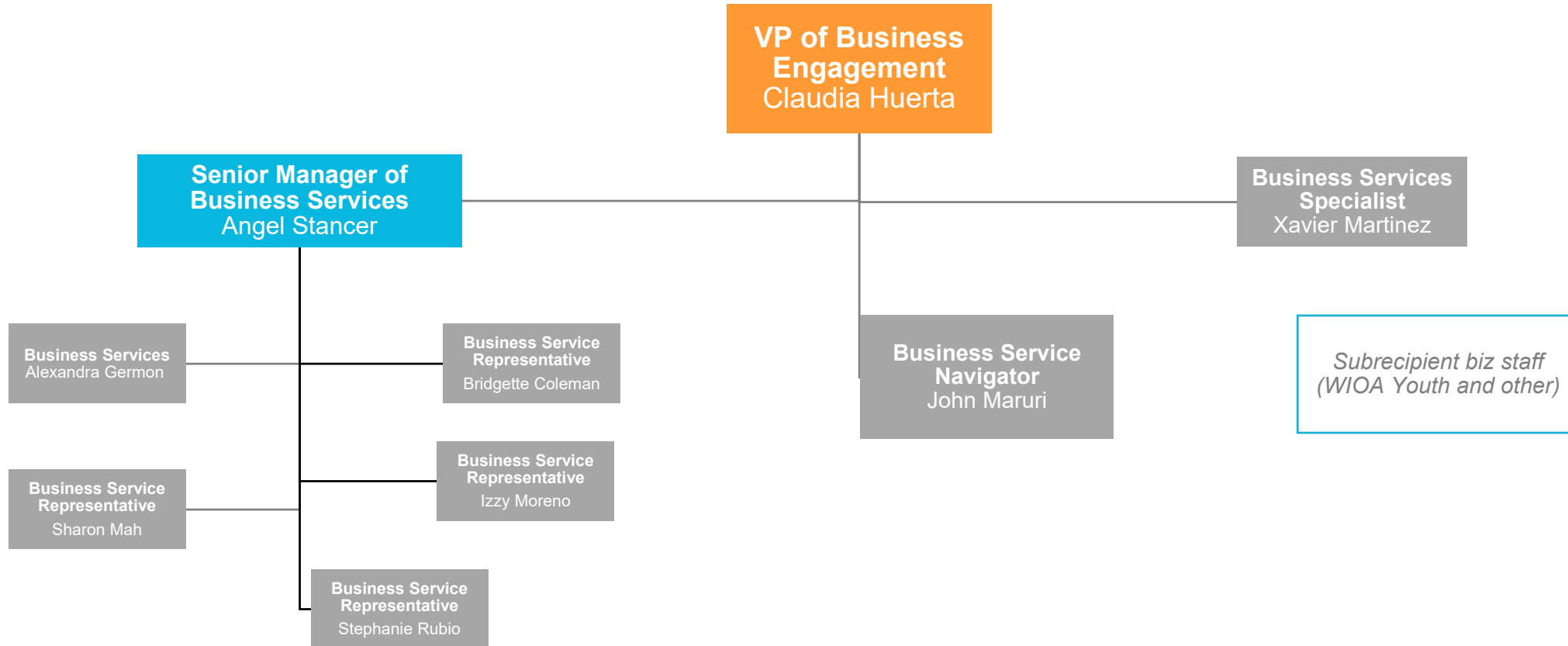


# Agenda

- Introductions
- Our Team
- Business Engagement Overview
- Optimizing Employer Engagement
- Immediate Needs and Ongoing Efforts
- Resources and Reference Materials
- Questions



# Business Engagement Org Chart



# **What is Business Engagement? Core Work and the Difference Between Team Functions**



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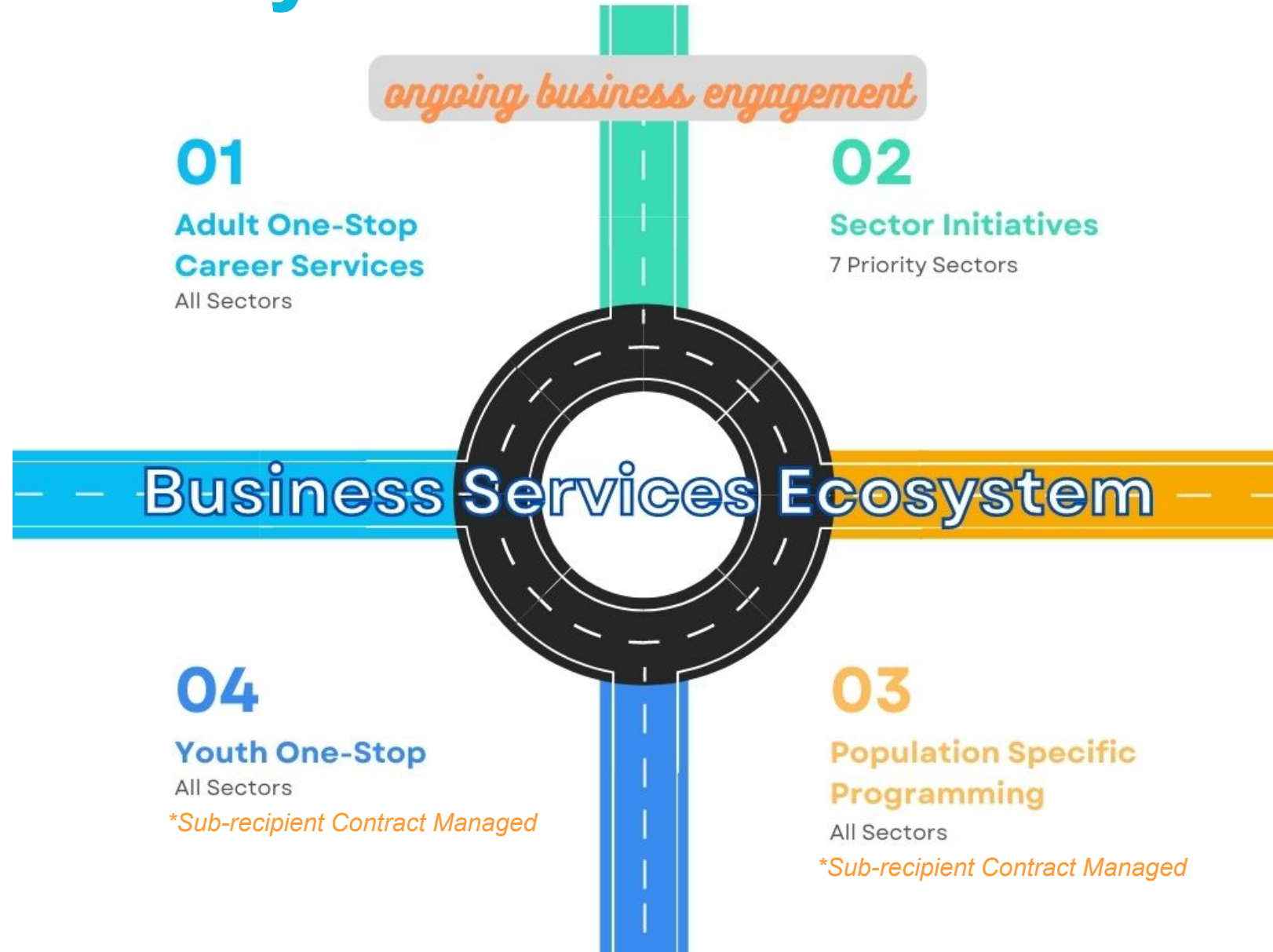
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# Workforce Partnership



# Our Ecosystem of Business Services



# Business Lifecycle



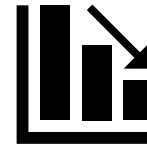
# Effectiveness in Serving Employers



Strategic Planning &  
Economic Development



Workforce Recruitment  
Assistance



Rapid Response &  
Business Downsizing  
Assistance



Employer Information &  
Supportive Services



Accessing Untapped  
Labor Pools



New Hire  
Training Services



Incumbent Worker  
Training Services



Layoff Aversion Activities



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# Portal Overviews

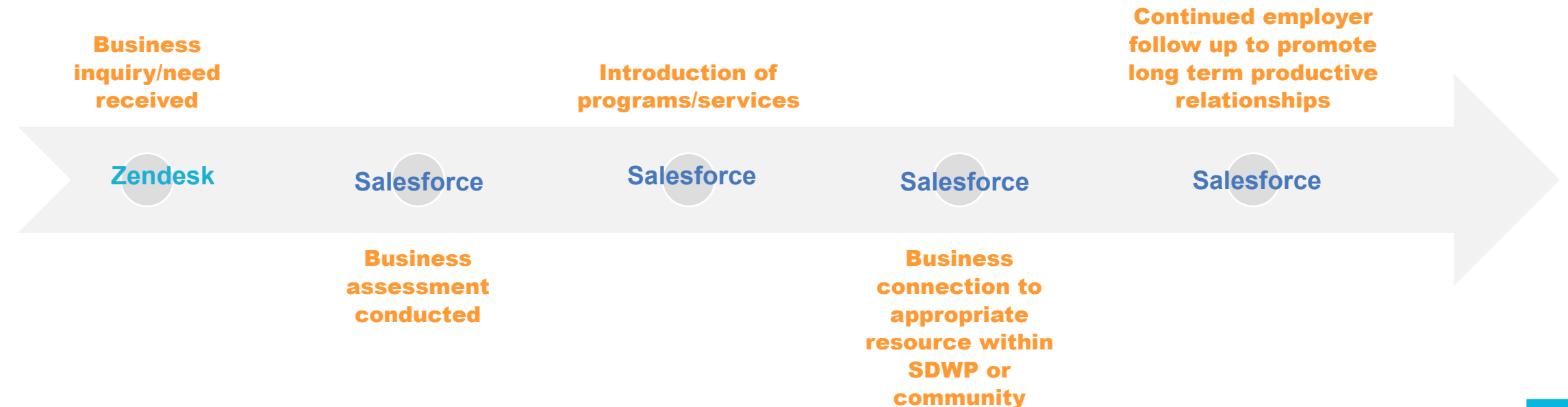
- Program Portal- for job seekers
- Partner Portal- for business services coordination
- CalJOBS- required case management system



# The Business Experience

## Key Elements

- No “wrong door” approach
- Cross Team Communication
- Timely responses and continued follow up during and after connection of services.



# Optimizing Employer Engagement



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# Employer Engagement: Getting it Right

- **To build knowledge of industries or occupations:** This can be to inform program design, but also to help participants make informed choices about program participation or to engage in career planning.
- **To help participants gain appropriate skills and experience:** Employers can help participants gain skills by informing program design, but they can also play a more direct role. This can include activities such as participating in mock interviews or offering opportunities to build skills at the work site through internships or apprenticeships.
- **To establish credibility and access networks:** By involving employers, workforce development programs can heighten credibility not only with other potential partners, but also with program participants. Employer involvement sends a message about a real link to jobs.



# Employer Engagement: Getting it Right

- **To effect change for workers:** Although helping participants access jobs may be the ultimate goal of employer engagement activities, some programs also aim to achieve broader improvements for workers, such as better wages or working conditions.
- **To generate resources:** Employers can pay directly for education and training, but also can contribute in-kind resources like training space or industry-relevant equipment.



# Employer Engagement: Best Practices

- Prioritize the activity that brings us closest to a hire
- Return all calls and emails within 1 business day
- If a business becomes unresponsive, always follow up at least 3 times – once per week – before presuming the business non-responsive (e.g. close Referrals with corresponding “reason match closed”)
- Gather new job info like starting wage and feedback on process



# Contact Us

We are here for you!

- Email us:

**Angel Stancer** –

Senior Manager of Business Service

[angelstancer@workforce.org](mailto:angelstancer@workforce.org)

**Xavier Martinez** –

Business Services Specialist

[xaviermartinez@workforce.org](mailto:xaviermartinez@workforce.org)



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