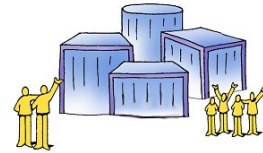


ENGAGING EMPLOYERS & WORKPLACE PARTNERS
WORKSHOP OVERALL EVALUATION RESULTS
FEBRUARY 22, 23, AND 24, 2005



If I were running this training, I would...

Design of the Training:

Please rate the following: 4=Strongly agree; 3=Agree; 2=Disagree; 1=Strongly disagree

	4	3	2	1
I understood the purpose of the training before arriving.	29%	58%	14%	-
The discussions were helpful and useful.	52%	45%	3%	-
The amount of time networking was sufficient.	40%	47%	12%	2%
The training was worth the time, effort, and resources to attend.	46%	48%	5%	-
The information, tools, and materials from the meeting will positively influence employer engagement efforts in my area.	54%	45%	2%	-
The meeting facilities were excellent.	57%	36%	5%	2%
The food was tasty and enjoyable.	49%	39%	11%	2%

Training Elements

Please rate the following: 4=Excellent; 3=Good; 2=Fair; 1=Needed a lot of work

	4	3	2	1
Welcome and Introductions	46%	44%	9%	-
Engaging Workplace Partners: What We're Going to Learn Today	46%	47%	7%	-
Marketing and Sales Overview	45%	50%	5%	-
Step 1: Be Prepared	52%	43%	5%	-
Understanding Market Forces	47%	44%	8%	-
Step 2: Make a Plan and Stick to It	36%	59%	5%	-
Step 3: Market and Sell Your Service	42%	54%	4%	-
Make a Pitch	47%	45%	9%	-
Making the Sale: Handling Employer and Workplace Partner Objections	50%	43%	7%	-
Step 4: Deliver Flawless Follow-up	42%	51%	5%	2%
Engaging Workplace Partners Quality Characteristics	44%	44%	9%	4%
Customer Response Exercise	33%	51%	12%	4%
Organizational Assessment and Next Steps Workplan	41%	51%	8%	-
Evaluation and Resources	48%	50%	2%	-

How did this training meet, exceed, or fall short of your expectations?

- Met and exceeded my expectations!
- Met and exceeded!
- Exceeded.

Came expecting...

- How to better engage with possible work partners.
- To learn better ways of engaging employers.

- Specific, tested tips for getting jobs for youth.
- To learn more about engaging employers and workplace partners.
- To learn how to develop opportunities for creating employment situations for our youth.
- How to engage employers better.
- More techniques and less/fewer exercises.
- I was open. I expected to learn/receive ideas on how to engage.
- Learn new techniques.
- To learn how to better engage employers.
- To learn how to engage employers with high risk youth employees.
- Information to help place youth.
- Facilitator not really understanding my clients.
- Met expectations - good presentation.
- Remember to stick to my plan and problem-solving ideas. Remember to support workplace supervisor.
- New ideas to reach employers
- Dealing with competition.
- Find quality employer partnerships that are flexible.
- Understanding employer's needs.
- Information on finding and establishing connections with local businesses.
- Understanding employers who will work with youth and focus on youth.
- How to approach an employer.
- Needed a marketing plan.
- Very open.
- What specifically to say to employers.
- Had no idea.
- Basic job developing.

Left with...

- A better way of handling objections in various situations.
- A better understanding of what it takes to engage workplace partners.
- Great ideas to put into place.
- That, and more - great tools to promote cultural change in my agency.
- Some good information, good ideas.
- Marketing strategies.
- A systematic approach to develop employment partnerships.
- How to work with employers with at-risk youth.
- Lots of workshop exercises, some great ideas.
- Many tools to use.
- New one-line openers.
- The view that students/youth are my products/services. Need to develop marketing tools that are aligned with proper goals.
- Learning tools.
- Good info., tips, and tools for thought.
- A sense that the facilitators not only understand my client base, but giving solutions.
- The knowledge of engaging employers in the workplace. Look at the customer as product.
- New ideas to reach employers and more!

- How to deal with competition. Strategies in dealing with employer.
- Tools to make programs stronger. Networking for areas we are not able to cover.
- Networking.
- I am happy that my organization is already using these strategies.
- A lot of info. and knowledge regarding customer service and employer relations.
- All of the above plus tools for marketing.
- Getting the employers attention.
- Various possibilities to implement.
- Knowing that we're walking the same path.
- Much of this information has been taught by my supervisor who is well versed. It was important to hear about it again for validation, especially with other agencies.
- At least having some idea.
- Information regarding job developing.
- A lot of new information.
- Great information.
- Realized it is an entire marketing plan!
- Got me thinking again!

What would be helpful as a follow-up to this training?

- Getting an email or a typed packet on what was said and covered at the workshop.
- Motivating youth to work.
- Paperwork is great to have for follow-up and refer to later.
- Newsletters, best practice information, new market place trends.
- Notes from the workshop.
- Minutes of our notes on the wall.
- I'm interested in models - how different organizations do x y z.
- The youth.
- Reading notes of workshop.
- Develop a plan for marketing.
- Mailers from facilitators about new usable techniques.
- Making One-Stops youth friendly - How do the One-Stops help youth and adults?
- Workplace partner and marketing to youth
- Your oriented training.
- Access to information on flip chart paper from break-out groups.
- Another training - including partners.
- The next step after engaging employers and workplace partners.
- More youth focused - however was on track.
- Making sure that non-profits understand the professional expectations of the business world.
- Someone should bring employers and youth service providers together for a workshop that shows how we can solve each others problems.
- Notes copied and distributed to participants.
- Overcoming objections.
- New solutions to old problems, or shall I say updated.
- What to say to employers - not just an overview.
- Good knowledge.

What content areas would you identify as the most necessary to address through content conference calls or future trainings?

- More talk on objections and best practices of handling them.
- Market and sell your services.
- Motivating youth to work.
- Success stories - how to do it - how I did it stories.
- Employer needs and HR attitudes.
- Once the youth client gets the job, how do I/we keep them engaged?
- Dealing with partnerships - CBO and Gov.
- Retention of employer partnerships.
- More info. on engaging employers.
- Making the sale: Handling employer and workplace partner objections.
- How to find connections with businesses.
- Overcoming objections.
- Reauthorization changes.
- Make a pitch.

What is one thing you are going to do (or do differently) as a result of participating in this training?

- Be more proactive in my approach
- Going to keep the strong rapport with employers that have hired our youth because that can lead to another job or contact for hiring another youth.
- Calendar of marketing activities log.
- Thank you cards to employer from participants.
- Always smile when I answer the phone.
- Use all the new tools regularly.
- Make regular visits to www.nww.org.
- Prepare my sales presentation and pitch.
- Look at partnership development from a more systematic approach.
- Design/prepare - Making a Pitch exercise very valuable!
- Work on my pitch and how to use my competition as a potential partner.
- Deliberate on my initial pitch.
- Write a grant.
- Practice what I've learned.
- Approach businesses differently, approach through their perspective.
- Follow up more with employers who state they are not interested as well as the ones that participate.
- Redevelop my marketing plan, train CYC staff on this information, and approach employers more confidently.
- Send thank you notes.
- Follow-up with businesses. Tighten up on partnerships.
- Apply what I learned; report back to co-workers the information learned.
- Engage employers differently and more proactive.
- Give feedback and develop assessment/goals for the next meeting (3-6 months)
- Professional job sites; 3 be prepared for marketing and sales pitch.
- Better define our programs - tag lines.

- Use the model of market forces for engaging employers and workplace partners.
- Fix voicemail system at work and send thank you notes.
- Go back to the office and report to Director of Economics and tell him about the phone etiquette of our organization.
- Telephone process set-up. More business like set-up in office. Pitch exercise.
- Approach employers with more information that benefits them. Give co-workers information that I have learned in today's training.
- Be more aware of our work environment and those around us and how it affects our customers.
- Work on approach to employer.
- Our first contact with the public or employers will be addressed. Appearance and phone etiquette.
- Target your clientele and Council presentation.
- Follow up with engaging employers - goals not tasks.
- Go over marketing plan. Change my voice mail. Focus on customer/company needs. Remember and maintain my promises of service delivery. Network more. Practice sales pitch.
- Better pitch.
- Apply marketing strategies to improve our outreach.
- Practice with my kids - make a pitch exercise.
- Phone message. Follow-up.
- Sales pitch and overcoming objections.

Additional comments:

- Thank you for sticking to the time frame!
- Need to finish by 3:00 or 3:30 - traffic after this time is horrible!
- Activities after lunch would be better done in the large group.
- Hard to hear - fan was distracting.
- More fun ice breakers.
- I like the activities - very helpful.