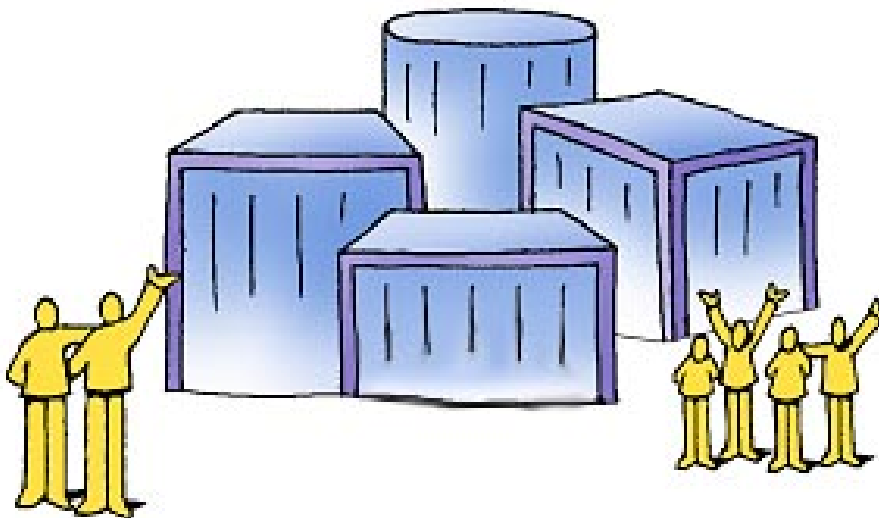


ENGAGING EMPLOYERS & WORKPLACE PARTNERS

WORKSHOPS BROUGHT TO YOU BY THE
YOUTH COUNCIL INSTITUTE

April 2005

NOTES PACKET



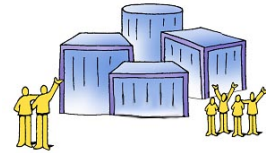
PRESENTED BY:

NEW WAYS TO WORK

April 7, 2005 • Irvine, California

103 MORRIS STREET, SUITE A, SEBASTOPOL, CA 95472
1016 LINCOLN BOULEVARD, SAN FRANCISCO, CA 94129
(707) 824-4000 PHONE • (707) 824-4410 FAX
WWW.NWW.ORG

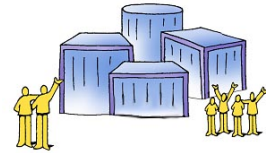
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WORKSHOP SUMMARY



New Ways to Work and YCi hosted a content workshop series on the topic of **Engaging Employers and Workplace Partners: The Role of Engagement Specialists and Strategies for Effective Organizations**. The workshop was held in Irvine, California on April 7th. Youth Council staff members, community youth service providers, and educators came together to learn tools and strategies for successfully engaging workplace partners. The workshop was facilitated by Steve Trippe, President, and Chandra Larsen, Project Associate, of New Ways to Work.

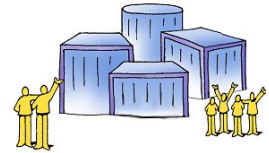
Engaging workplace partners is a critical part of building a successful youth-serving program and making real connections for youth. The goal of the workshop was to support individuals and organizations in connecting with the public, private, and community sector to increase organizational capacity, coordinate services, and better serve youth. Focusing on employer needs, developing a marketing plan, and working with one's "competition" were highlighted as important elements by many participants in their evaluations. Another idea that circulated during the workshop was to hire an Engagement Specialist who would work exclusively with engaging workplace partners, representing several local programs.

According to evaluation results, 100% of participants agreed or strongly agreed that the discussions were helpful and useful, and that the event was worth the time, effort, and resources to attend. Participants particularly liked content covered under the Four Easy Steps to Workplace Partner Engagement, and Understanding Market Forces exercise. Overall, as a result of this workshop, participants reported concrete steps to shift their individual and organizational approach to engaging workplace partners.

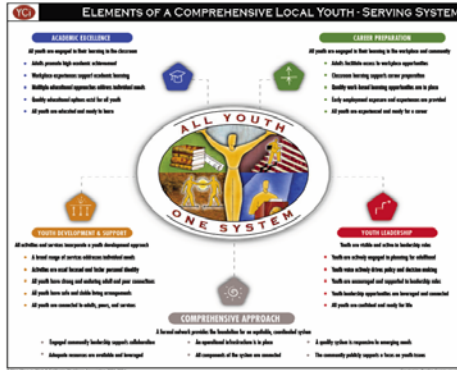
This packet includes transcribed notes from the workshop. Additional information, tools, and activities from this workshop can be viewed and downloaded online at: <http://www.nww.org/previouscalls.html>. The updated **PowerPoint** presentation and **evaluation results** are available online for view and download.

If you would like to receive an updated participant contact list, or if you have any additional questions or comments, please contact Chandra at clarsen@nww.org.

MEETING NOTES



Supporting Career Preparation as a Marketing and Sales Professional



Chandra Larsen opened the workshop introducing the New Ways team of facilitators, and provided an overview of New Ways to Work, and the sponsoring project, the Youth Council Institute. She reviewed the [Elements of a Comprehensive Youth-Serving System](#), which can be viewed and downloaded online in the “Tool Chest” section of the New Ways website.

The focus of this workshop was to go deep into supporting career preparation for youth.

The Engagement Specialist’s Role as a Marketing and Sales Professional

The engagement specialist’s role as marketing and sales professional is essential to making good things happen for young people. It is critical that engagement specialists consider themselves sales and marketing professionals. This workshop focused on supporting individual engagement specialists with their marketing and sales strategies, as well as organizational structure to support workplace partner engagement.

Steve Trippe provided a *Marketing and Sales Overview*, which included *Four Easy Steps*:

- Be Prepared
- Make a Plan and Stick to It!
- Market and Sell Your Service
- Deliver Flawless follow-up

The [Quick Guide for Engagement Specialists](#) outlines the Four Easy Steps, and can be downloaded online, along with other supportive materials to help you with your engagement functions. Also see the updated [PowerPoint](#) presentation for full content discussion.

Giant List of Job Titles

“Engagement Specialist” refers to anyone whose job function includes recruiting or engaging employers or workplace partners, such as: job developers, placement specialists, account representative, internship coordinators, youth specialists, work-based learning coordinators, industry liaisons, or academy directors. As the list of job titles below demonstrates, many different people, wearing many different hats, have a role in engaging workplace partners. The following job titles were shared at the meeting:

- Staff – Youth Council Coordinator
- Corporate Developer
- Workforce Development Analyst/Youth Program Manager
- Job Placement Specialist (2)
- Business Liaison

- Corporate Relations
- Job Developer Specialist
- Placement Technician
- YEOP - Mentor
- Manager
- Youth Workforce Specialist
- Case Manager
- Project Supervisor
- Counselor
- Youth Program Manager
- Program Specialist
- Program Manager

Step 1: Be Prepared

The following points support your preparation efforts for engaging workplace partners:

- Understand the Labor Market
- Know Your Products or Services
- Know Your Supply of Young People and Schools and Other Training Organizations
- Identify Your Resources for Engagement

Participants participated in an activity to help them prepare to engage workplace partners, by identifying market resources. The [Market Forces activity](#) may be duplicated in your community and the instruction sheet is available online. The following page includes the transcribed notes from the activity conducted during the workshop.

UNDERSTANDING MARKET FORCES

Market Forces	Competition	Services & Strategies	Workplace Partners	Types of Opportunities
<ul style="list-style-type: none"> ▪ Pay the Bills ▪ Profit ▪ Stockholders ▪ Gas Prices ▪ Workers Compensation ▪ Minimize Risk ▪ Competition ▪ Staff Productivity ▪ Deadlines ▪ Better/Cheaper/Faster ▪ Insurance ▪ Statistics ▪ Staffing ▪ The Economy 	<ul style="list-style-type: none"> ▪ Staffing ▪ Adults ▪ Qualified Adults ▪ Private Schools ▪ Documented ▪ Young People with barriers ▪ Veterans ▪ Well Endowed Programs ▪ SBC Global ▪ Office Depot ▪ Computer Sales 	<ul style="list-style-type: none"> ▪ Sell & Know Our Product ▪ Quality, Well Matched ▪ Specifically Address Their Needs ▪ Subsidize the Wage ▪ Job Coach ▪ Classroom Activity ▪ Reduce Turnover/Future Workforce ▪ Employer of Record/Staffing ▪ Tax Credits ▪ Community Recognition ▪ Information Resource 	<ul style="list-style-type: none"> ▪ Youth Friendly Employers ▪ Tele Marketing ▪ New Folks ▪ Nonprofits ▪ Education ▪ Boys & Girls Club ▪ Disneyland ▪ Banks ▪ Movies ▪ Hospitals & Health Care ▪ Childcare ▪ Hotels ▪ Amusement Parks ▪ Tech Firms ▪ Manufacturing ▪ Professional Offices ▪ Assembly ▪ Retail ▪ Grocers ▪ Law Enforcement ▪ Grocers ▪ Home Improvement ▪ Construction ▪ Government ▪ Recreation and Parks ▪ Aerospace 	<ul style="list-style-type: none"> ▪ Part-Time Jobs ▪ Internships ▪ Well Paying Jobs ▪ Flexible Schedules ▪ Career Ladders/Advancement Opportunities ▪ Training/Certification ▪ Benefits ▪ Full-Time Jobs ▪ Quality ERS ▪ Multiple Hire ▪ Role Models/Mentors ▪ Industry Tours ▪ Help Market ▪ Curriculum Standards ▪ Speakers ▪ Career Fair ▪ Access to Human Resources ▪ Connection to Decision Makers ▪ Money ▪ Internships ▪ Mock Interviews ▪ Job Shadows

Step 2: Make a Plan and Stick to It!

Steve Trippe discussed the main components of developing a marketing plan. Documents and activities to support this area are available on the New Ways website at:

<http://www.nww.org/previouscalls.html>. The main points of developing a marketing plan are summarized as follows:

- **State your purpose, goals, and objectives** to help keep you focused and on track with your plan.
- **Define your customer base** in order to focus on potential partners who are likely to be receptive to your message.
- **Qualify the market** paying attention to potential partners in high-growth areas and those that have prior involvement with youth programs and community based activities.
- **Create key messages** to insure consistency and clarity in your marketing and recruitment.
- **Outline your marketing strategies** including a steady balance among general awareness, targeted marketing, and direct recruiting.
- **Create a detailed activities calendar** to help organize your marketing and sales activities.

Outlining Marketing Strategies

Steve Trippe discussed that there are three main areas of marketing to include in marketing plans as a set of equally balanced activities; general awareness, targeted marketing, and direct recruiting. By conducting activities on all three levels at all times, successful engagement specialists can ensure a steady flow of workplace opportunities for youth and new partners for programs and schools.

- **General awareness** activities include media campaigns, special events and other public relations activities. Through these you create name recognition and heightened interest in what your organization does. This supports greater receptivity to your targeted marketing strategies.
- **Targeted marketing** takes advantage of your work in qualifying the market. Direct mail, telemarketing and prospecting in those areas you defined earlier will bring you one step closer to creating opportunities for young people or bringing new partners to your organization or school.
- **Direct recruiting** is where you actually generate opportunities with individual partners. This is done through sales presentations to businesses or business organizations, through job fairs, and through networking activities and direct sales calls on potential customers.



Outlining Marketing Strategies Brainstorm Activity

Participants brainstormed marketing strategies for each level as transcribed below.

General Awareness Activities

- Mailings – Phone Book
- Public Speaking – Community Organizations
- Flyers
- Local Cable
- Newspaper, Radio, TV ads.
- Web Sites
- Festivals
- Logos
- T-Shirts
- Knick-Knacks
- Booths
- Neighborhood Associations
- Slick Marketing Materials
- Use Common Symbols across Workforce Areas
- Separate Marketing Materials for Potential WP Partners and Youth

Targeted Marketing

- Research Work Permits to Identify Employers
- Mailings – Chamber of Commerce (Business to Business exchange)
- Job Fairs
- Luncheons
- Evening Mixers/Socials
- Geographic/Industry Targets – Mapping (In O.C. Business services take the lead in doing this piece)
- Legislative Meetings
- Service Learning Projects
- Direct Selling
- Networking
- Coordinating

Direct Recruiting

- Existing Job Leads
- Human Resources Person
- Cold Calling
- PR Opportunities
- Visit Employers
- Youth Presentations
- Direct Selling
- Networking
- Coordinating

Step 3: Market and Sell Your Service

Steve Trippe reviewed the following key points to support effectively marketing and selling your services. Documents and activities to support these points are available on the New Ways website at: <http://www.nww.org/previouscalls.html>.

- **Begin with a focus on customer service**, to ensure that you are able to address the unique needs and circumstances of each prospective partner.
- **Network in multiple circles** in order to raise awareness of your program and to develop relationships with potential workplace partners.
- **Prepare Your Sales Presentation** to address the needs and concerns of prospective workplace partners.
- **Make the sale** by understanding your potential partner's motivation, and being ready to value all participation commitments.

Handling Workplace Partner and Employer Rejections

Among the challenges engagement specialists face in attempting to make a sale are objections made by potential workplace partners. Participants brainstormed [common objections of workplace partners](#) and possible solutions, which are compiled into one document and can be downloaded from New Ways website.

Step 4: Deliver Flawless Follow-up

Chandra Larsen discussed the importance of and strategies for following up with clients (or potential clients). Taking that extra step of gratitude or support can be an essential factor for developing sustainable relationships. The following points summarize ideas for following up:

- **Become the primary resource** for information and problem solving.
- **Support the ongoing participation** of your partners by making sure that their needs and expectations are being met.
- **Deliver on promises;** workplace partners need to be able to count on you.
- **Measure results and share information** to guide decisions and engage your partners in making improvements.
- **Stay in continuous contact** to ensure satisfaction and develop lasting relationships.

Characteristics of Effective Organizations

Following completion of the section of the workshop focused on supporting strategies of the engagement specialist, Steve Trippe reviewed the [Characteristics of Effective Organizations framework](#) and the [self-assessment](#) tool. Individuals were encouraged to bring these tools back to their organizations and conduct an organizational assessment with their colleagues. Also available online that was not handed out during workshop is a [narrative](#) that reviews the content illustrated on the Characteristics of Effective Organizations Chart.

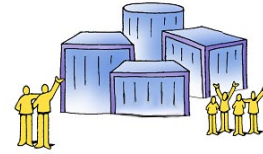


Next Steps

Participants shared what they will do or do differently as a result of the workshop:

- Work more with “my competition”
- Research more market forces
- Be more prepared with pitch
- Have answers ready to employers’ “can’t do” responses
- Be more persistent
- Change my voicemail to give more information
- Prepare a “60-second” pitch
- Visit youth work web sites
- Focus on employer needs
- Create a marketing plan
- Get more involved with Chamber of Commerce
- Put “tickler” system in place
- “Under-promise but over-deliver!”
- Better follow-through
- Share more information with co-workers
- Maintain closer relationships with employers
- Communicate more with reception staff and add an alternate contact person to my voicemail

FOLLOW - UP INFORMATION & RESOURCES



Workshop hosts and presenters:

New Ways to Work

103 Morris Street, Suite A
Sebastopol, CA 95472
(707) 824-4000
www.nww.org

Steve Trippe

President
sgtrippe@nww.org

Chandra Larsen

Project Associate
clarsen@nww.org

To download tools and worksheets from this and other workshops, go to:

<http://www.nww.org/previouscalls.html>

California Work-Based Learning Toolkit (Safe and Legal Work-Based Learning Toolkit):
http://www.nww.org/qwbl/tools/sl_complete.pdf. The entire first section goes into detail about the Seven Simple Guidelines.

Tools and resources for quality work-based learning activities can be accessed at:

<http://www.nww.org/toolchestpages/qwbltools.html>.

For more information about the California Youth Council Institute (YCi) go to:

www.nww.org/yqi

To download additional tools and materials, go to:

www.nww.org/toolschest.html

For a list of online resources and links, go to:

www.nww.org/resources/index.html

Young Worker Health and Safety Resources:

CA Division of Labor Standards Enforcement

Santa Ana	(714) 558-4910
Long Beach	(562) 590-5048
Los Angeles	(213) 620-6330

Young Worker Health, Safety, and Legal Information: www.youngworkers.org.