



## TOOL 1.2

# Employment Partnership Profiles

Your current partnerships form the baseline of your employer engagement strategy and can be useful in engaging new employers. This tool helps you assess your current partners to see how they stack up against the activities and needs you identified in your internal assessment. This tool is also designed to help you prepare to meet with an employer you have not worked with in the past but would like to develop a relationship with.

Upon completion of this tool, you will have all the information you need to develop your baseline road map. In addition to a profile of your existing partners, the assessment tool gathers insights into your organization's value as a partner. You can use what you learn about the components of your current effective (and ineffective) partnerships as you improve your engagement efforts. More specifically, this background and discussion guide can help you assess the following aspects of your employer engagement strategy:

- > Determine which employers are currently partners, including their industry and size
- > Profile partner contacts
- > Assess partner commitment in terms of time and activities
- > Define what is valuable about your partnership to industry partners

This tool is intended as an informal guide to help you gather notes, specific anecdotes, and detailed answers to specific questions as you talk to employers. You want to make sure that you use your limited time with the employer by discussing information that you cannot locate elsewhere. The questions in the "Value of Partnership" section should be the focus of your conversation—but make sure you have completed the background and partnership sections in advance, so you have the proper context.

Company: \_\_\_\_\_ Date \_\_\_\_\_  
Current Partner \_\_\_\_\_

# Value Of Partnership

Potential New Partner \_\_\_\_\_

1. Select the best description of why you think employers are involved with your program:

- It benefits our company's bottom line
- It provides us with a strong pipeline of talented workers
- It is important to give back to the community
- None of the above

2. To what extent are we meeting your needs?

- Very helpful in addressing our needs
- Somewhat helpful
- Occasionally helpful
- Not at all helpful

3. Thinking of the new hires that your firm has made for positions that are related to our program, how often are those new employees graduates of our program?

- Never
- Rarely
- Sometimes
- Frequently
- Almost always

4. How would you describe the value of participating in the program for your firm?

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## Value Of Partnership, continued

5. How can our program add more value to your business?

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6. Please list any other employers you know who might also be interested in participating in a partnership with us, and who we should include in our outreach:

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## Background

Start by filling out everything that you already know about the employer, and supplement that by consulting labor market information and other data. You may have some gaps that need to be filled in during your conversation, but make sure to keep the conversation focused on the employer and its needs.

1. What is the interviewee's title or position within the firm? \_\_\_\_\_

2. How many workers does the firm employ? \_\_\_\_\_

3. What is the company's address and, if it has more than one location in our area, what are its other addresses?

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# Value Of Partnership, continued

## Background, continued

4. Which industry (or industries) is the firm most connected to (e.g., utilities, construction, manufacturing, transportation)?

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5. Are there any specific specializations that are important to the firm (e.g., solar, lighting, biotechnology)?

> \_\_\_\_\_

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6. Is the firm a member of any industry trade associations (such as clean energy councils, environmental business organizations, or manufacturing associations) or local chapters of national organizations (such as the U.S. Green Building Council or Solar Energy Industries Association)?

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7. How does the company maintain a public presence, including any marketing channels such as Facebook or LinkedIn?

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# Value Of Partnership, continued

## Existing Partnership Activities

If you already know or can find out the answer to these questions, fill in the information on your own rather than asking the employer during your conversation. Some of this can be included in your discussion with the employer.

1. How did the firm become involved with our program?

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2. How long has the firm been involved with our program? \_\_\_\_\_

3. On average, how much time does the firm commit to the program on a monthly basis?  
\_\_\_\_\_ hours

4. What type of activities do they usually participate in?

- Presenting in a classroom
- Providing factory/business tours
- Specific skills training
- Attending events
- Taking an active role in program events
- Curriculum development
- Internships
- Job interviews
- Community outreach
- Teaching and instruction
- Donating materials
- Other \_\_\_\_\_

# Value Of Partnership, continued

## Potential New Partnership Activities

Interviewing a potential new employer partner is a process of getting to know their business needs as well as introducing yourself and explaining how your organization can help meet those needs. It is also an opportunity to explore opportunities to engage the employer as a partner, helping your program better serve participants. Start by explaining that you are expanding your employer partners and believe that their participation can benefit both their business and the gainful employment of young people in your community.

Company: \_\_\_\_\_

Date \_\_\_\_\_

What do you know about our program? How did you hear about us?

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NOTE: if the potential partner knows little or nothing about the program, give a brief description of the program and its benefits to both businesses and youth. Let them know you are actively building new employer partnership.

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1. What is the interviewee's title or position within the firm? \_\_\_\_\_
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## Value Of Partnership, continued

### Potential New Partnership Activities, continued Background, continued

4. Which industry (or industries) is the firm most connected to (e.g., utilities, construction, manufacturing, transportation)?

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5. Are there any specific specializations that are important to the firm (e.g., solar, lighting, biotechnology)?

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6. Is the firm a member of any industry trade associations (such as clean energy councils, environmental business organizations, or manufacturing associations) or local chapters of national organizations (such as the U.S. Green Building Council or Solar Energy Industries Association)?

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7. How does the company maintain a public presence, including any marketing channels such as Facebook or LinkedIn

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## Value Of Partnership, continued

### Potential New Partnership Activities, continued Background, continued

8. What type of activities do they usually participate in?

- Presenting in a classroom
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- Other \_\_\_\_\_