

GreenWays



JOBS FOR THE FUTURE

EMPLOYER ENGAGEMENT TOOLKIT | TOOL 1.3

# ASSESS YOUR CURRENT PARTNERS: EXTERNAL ASSESSMENT

## TOOL 1.3

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. Upon completion of this tool, you will have all the information you need to develop your baseline roadmap. 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 their commitment in terms of time and activities
- > Define what is valuable about your partnership to industry partners

### WHO SHOULD USE THIS TOOL

Program managers and directors, grant managers, outreach and recruitment staff, job developers

*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: \_\_\_\_\_

## VALUE OF PARTNERSHIP

1. Select the statement(s) that best describes why you are involved with our 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?  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
5. How can our program add more value to your business?  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

6. Please list any competitors or business partners who might also be interested in participating in a partnership with us, and who we should include in our outreach:

> \_\_\_\_\_

> \_\_\_\_\_

> \_\_\_\_\_

## 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?

> \_\_\_\_\_

> \_\_\_\_\_

> \_\_\_\_\_

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

> \_\_\_\_\_

> \_\_\_\_\_

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

> \_\_\_\_\_

> \_\_\_\_\_

> \_\_\_\_\_

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)?

> \_\_\_\_\_

> \_\_\_\_\_

> \_\_\_\_\_

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

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## 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.

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

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

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

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

Curriculum Development

Internships

Job Interviews

Community Outreach

Teaching and Instruction

Other: \_\_\_\_\_