

## EXPLORE EMPLOYER ENGAGEMENT STRATEGIES

Visitors to the Workforce System Strategies (WSS) Resource Library can sort resources by activities, programs, target populations, geographic locations, industry sectors, methodologies, and content types. The **Activities tag** includes five categories to filter information by type of strategy, and each category, in turn, includes several sub-topics. Under the category of **Employment, Retention & Advancement**, sub-topics such as **business services** and **job placement and reemployment** will point visitors to hundreds of resources that present promising approaches to engaging employers, evaluate programs that seek to improve employment outcomes through industry partnerships, and describe labor force needs and skills gaps. Practitioners and policy makers are almost certain to find resources on employer engagement that meet their information needs.

**Business services** captures strategies designed to help businesses find skilled workers and improve collaboration between businesses and workforce agencies. Among the more than **185 resources** related to business services in the WSS Resource Library, some of the most common topics covered include:

- Apprenticeship, pre-apprenticeship, and other work-based learning programs
- Collaboration among local workforce development boards and employers
- Strategies for low- and middle-skill populations
- Industry-specific approaches (for example, health care and green jobs)
- Strategies for addressing state-specific workforce needs

**Job placement and reemployment** covers a range of strategies to help the unemployed find and retain a job, many of which aim to engage employers and align workforce and industry needs. There are nearly **300 resources** in the WSS Resource Library that address job placement and reemployment. For instance, these resources describe:

- How to provide workers and unemployed adults with skills to meet industry needs
- Opportunities for partnerships between employers and community colleges
- Employer- and demand-driven models for job placement and advancement

### Examples of employer engagement resources

#### **Encouraging Evidence on a Sector-Focused Advancement Strategy: Two-Year Impacts from the WorkAdvance Demonstration**

Presents findings from a random assignment study of the WorkAdvance model, which provides unemployed and low-skilled adults with occupational skills training in sectors with high quality jobs and opportunities for advancement.

#### **Partnering with Employers to Promote Job Advancement for Low-Skill Individuals**

Describes why employer partnerships are important for both people with limited skills and for businesses and identifies promising practices to build successful partnerships.

#### **Unemployment Among Young Adults: Exploring Employer Led Solutions**

Discusses the need to understand typical routes to employment for younger adults as well as the demand for entry-level positions and the market forces that influence employers' hiring decisions.

**Visit the WSS Resource Library to view resources on employer engagement:**

From the WSS Resource Library (<https://strategies.workforcegps.org/resources>), select Activities. Click on any activity tag to view sub-topics and the full list of resources pertaining to that activity.