

Employer Engagement Toolkit

Outreach Target: Workforce System Partners

Research Target: Impact of Foreign Trade & Target Population

The SGA requires applicants to engage and collaborate with the public workforce system, including:

- Local, county, and/or State government agencies, including the State workforce agency that administers the TAA for Workers program, and
- Local Workforce Investment Boards (WIBs) established under Section 117 of the Workforce Investment Act of 1998 (29 U.S.C. 2832).

Additional workforce system entities that could be involved include:

- Adult education agencies
- Career and technical education agencies
- Vocational rehabilitation agencies
- State workforce education coordinating boards
- Other post-secondary education entities

This engagement could include

- Identifying, assessing, and referring appropriate candidates for education and training
- Co-enrolling participants in WIA programs
- Providing supportive services
- Facilitating employer engagement
- Determining employer skill needs
- Providing counseling and coaching to participants
- Connecting workers with employers
- Tracking TAACCCT TAA program participants as they re-enter the workforce

Applicants must provide evidence that workforce system partner(s) are committed to being involved in the project.

These agencies can also provide useful information about TAA-eligible workers as a target population and address the target population questions below.

REQUIRED AREAS OF INQUIRY	DETAILS	SOURCE
Industries in which the Target Population was Employed		
Occupations in which the Target Population was Employed		
Current Skill Levels Among Target Population		
Degrees/Credentials Possessed		

Level of Basic Skills		
Level of English Language Skills		
Target Population Barriers		
Access Barriers		
Persistence Barriers		
Completion Barriers		
Details on How These Needs Compare and Contrast with Adult Learners You Serve More Generally		

WORKFORCE SYSTEM ORGANIZATION CONTACT:
LEAD CONTACT FROM CONSORTIUM:
OVERVIEW INFORMATION
What is your organization’s purpose/role?
What sector do your services focus on?
What occupations do your services focus on?
Do you currently work with TAA enrolled participants? If not, would you like to and/or why not?
Do you currently work with TAA eligible participants? If not, would you like to and/or why not?
What services for dislocated workers do you provide
What are the eligibility requirements (federal, state, etc.) learners must meet to obtain your services?
What learner skill levels do you work with?
What other efforts/goals could this project support?

What other efforts (e.g., services, initiatives, research) could support this project?
IDENTIFYING FUTURE ROLES
Would you like to be involved as a partner in this project's implementation?
What kinds of roles would you be interested in playing?
Are there any other partners you would recommend we contact?
Other

Outreach Target: Philanthropic Organizations, Business-Related and Other Non-profit Organizations, Community-based Organizations and Labor Organizations

The SGA require applicants to describe plans to collaborate with other regional stakeholders, especially those engaged in sector strategies and those with demonstrated experience in improving employment-related skills and involvement in initiatives to help address workers barriers to employment. Types of collaboration could include:

- Leverage comprehensive case management or other services to assist participants with barriers to employment
- Connecting program participants to work-based training opportunities
- Assisting with placement opportunities
- Providing supportive services as appropriate

OTHER ORGANIZATION CONTACT:
LEAD CONTACT FROM CONSORTIUM:
OVERVIEW INFORMATION

What is your organization's purpose/role?
What sector do your services focus on?
What occupations do your services focus on?
Do you currently work with TAA enrolled participants? If not, would you like to and/or why not?
Do you currently work with TAA eligible participants? If not, would you like to and/or why not?
What services for dislocated workers do you provide
What are the eligibility requirements (federal, state, etc.) learners must meet to obtain your services?
What learner skill levels do you work with?
What other efforts/goals could this project support?
What other efforts (e.g., services, initiatives, research) could support this project?
IDENTIFYING FUTURE ROLES
Would you like to be involved as a partner in this project's implementation?

What kinds of roles would you be interested in playing?
Are there any other partners you would recommend we contact?
Other

Research Target: Industries and Occupations Inventory

The TAACCCT SGA requires applicants to demonstrate substantial and detailed evidence of current and future job opportunities for TAA-eligible workers and other adults in the targeted industries and occupations. Required information includes:

- Identify the industries and occupations targeted by the proposed project, describe how employers/groups of employers are involved in the project, and what resources employers are providing to support the project.
- Provide strong evidence, based on credible LMI, of current and projected employment opportunities for each targeted industry and occupation for the project’s geography.
- Show that the targeted industries and occupations will yield opportunities for eligible workers and other adults to obtain employment in high wage, high skill jobs or advance in their careers
- Identify specific employers that are expected to hire grant participants within the project period.
- Demonstrate a strong understanding of the job knowledge, skills, abilities, and credentials required to work in the targeted industries and occupations. Describe how you will engage employers in the community to get their feedback on any content developed and delivered during the project.

Suggested sources are listed in table below. See next section for questions for employers/industry representatives that will inform this inventory.

REQUIRED AREAS OF INQUIRY	SUGGESTED SOURCES FOR DATA	LOCAL CONTACTS AND CONTACT INFORMATION	CONSORTIUM MEMBER TO INITIATE CONTACT
Current and future projected demand for employment in	<ul style="list-style-type: none"> • State Labor Market Information Department 		

the targeted industry	<ul style="list-style-type: none"> • Workforce Investment Boards (State and Local) • Chamber of Commerce/Economic Development Organization (State and Local) • Sector Intermediaries and/or Regional Cluster Initiatives • Consortium Member Institutional Data • Individual Employers • Employer Associations 		
Commitments to interview or hire workers	<ul style="list-style-type: none"> • Workforce Investment Boards (State and Local) • Chamber of Commerce/Economic Development Organization (State and Local) • Sector Intermediaries and/or Regional Cluster Initiatives • Consortium Member Institutional Data • Individual Employers • Employer Associations 		

Outreach Target: Employer and Industry Representatives

The SGA requires applicants to involve up-front *at least* two employers and an industry representative for each targeted industry in the program who must be actively engaged in identifying the necessary skills and competencies for the program(s). Employers and industry representatives must:

- Serve on the project’s leadership team
- Help implement program strategies and goals
- Identify and map necessary skills and competencies for the program
- Assist with development of national industry-recognized credentials if needed and appropriate, including mapping to curriculum development and courses
- Assist with curriculum development and program design and implementation

Additional roles for employers and industry representatives could include:

- Providing work-based training opportunities (such as registered apprenticeships, internships and on-the-job training)
- Providing leveraged resources to support education/training (such as equipment, facilities and instructors)
- Committing to hire, promote, and/or retain qualified program participants.

INDUSTRY PROGRAM CONTACT:
LEAD CONTACT FROM CONSORTIUM:
CURRENT AND PROJECTED DEMAND
What jobs are most important to employers in this industry?
Which jobs are hardest to fill? Why?
Which jobs are growing, and at what rate (i.e., expected hiring over grant period)?
What are employers' problems in terms of turnover and employee retention, and what could address those challenges?
How has the workforce pool changed over the last five years, and what changes are expected in the future (5-10 years)?
HIRING COMMITMENTS
How do employers recruit new employees?
How can consortium members partner with employers to connect workers with employment?
SKILL REQUIREMENTS
When hiring new employees, what knowledge, skills, abilities and credentials are most important to employers?
How do employers determine if applicants are qualified?
What has changed about employers' training needs in the last five years, in terms of quantity, type of training, or method of delivery? What are the reasons for those changes?

Research Target: Education and Training Inventory

The TAACCCT SGA requires applicants to fully identify gaps in education and training for targeted industries and occupations, and demonstrate the need to develop or expand capacity of the institution(s) to offer training and educational opportunities. The data provided in this section will serve as evidence of the need for the education and career training programs proposed by the applicant. Data sources include:

- Previous TAACCCT projects
- Infrastructure in community for TAA-eligible workers and other adults
- Relevant data from applicant institutions

All applicants must reach out to organizations that received funding under the previous TAACCCT rounds to help decrease duplication and strengthen geographic reach, and should coordinate efforts where possible. This engagement could include sharing information, lessons learned, and program content; sharing technological innovations; developing transferability and articulation agreements; and working together to standardize credentials. In order to promote better coordination, the Department encourages applicants to share widely their intent to apply for TAACCCT funds with their state higher education associations and/or boards. By reducing duplication, applicants will be making the best use of TAACCCT funds.

Questions for internal and external stakeholders include:

ASSESSING GAPS IN THE EXISTING EDUCATION AND CAREER TRAINING OPPORTUNITIES
What limitations exist in terms of number of students served relative to industry and learning demand in the community?
What limitations are there in faculty expertise and faculty infrastructure that serve as barriers?
What limitations exist in the content and quality of available courses?
What factors contribute to program attrition?
What specialized equipment is needed, and why? Also, why is currently available equipment not sufficient to provide effective training in targeted industries and occupations?
Other limitations?
How does the proposed project address those limitations?