

## **Boston English at Work Capacity Building Initiative**

### ***Targeting and Marketing to Employer Partners***

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### **What is the Capacity Building Initiative?**

- Background on initiative
- Workshop series & technical assistance
- Background on presenters
- Introductions all around
  - Name and title
  - Program
  - What experience do you have?
  - Why did you decide to come?

## **Workshop #1 – Targeting and Marketing to Employer Partners**

- Ways to do research and connect with “good” employers
- How is workplace ABE/ESOL different from community-based programming?
- Marketing the benefits of workplace ABE/ESOL to employers and employees
- The culture of business: how to interact more effectively with companies
- I know where business are, but how do I find them?

## **How is Workplace ESOL/ABE Different from Community based?**

- Program answers to learners (employees) and the company, maybe not in that order
- Classes held at the work-site; work pressures
- Certainty of multi-level ABE/ESOL classes
- Class material usually is taken from the workplace and contextualized
- Teachers need to be familiar with the workplace jobs and industry

## **Benefits of Workplace Education**

### **To Employers**      The Conference Board\*

- Improved quality & better team performance
- Employees are better able to cope with changes in the workplace, i.e. use new equipment
- Increased output/reduced time to perform tasks
- Reduce errors rates/reduced waste in production
- Increased employee retention
- Increased customer service & satisfaction
- Better health and safety records
- Improved labor-management relations; morale

## **Benefits of Workplace Education**

### **To Employees**      The Conference Board\*

- More earning power
- Better opportunities for promotions
- Greater job satisfaction
- Increased flexibility and adaptability – better prepared for additional job training/education
- Improved self image and increased visibility
- greater retention with increased skills
- Greater involvement in the community

## **Benefits of Workplace Education To Training Providers/Programs**

- New revenue stream
- Expand Staffing – piece together full-time
- Potential job pipe-line for learners in your other classes
- May get new students for evening program
- Corporate Sponsorship – other \$\$ support
- You are expanding ABE/ESOL services to another constituency

## **Culture of Business vs Education**

- Decision-making: Fast vs. consensus
- Value Systems: profit & efficiency vs learning & development
- Results: short-term vs long-term learner gains
- Company focused vs learner centered
- Confidentiality
- Time Clock – hours of business – early morning meetings & short meetings

## **Small Group Brainstorm Work**

- *What are some ways you have tried to reach out and market to employers?*

## ***Tools for Outreach to Employers – What's in the Tool Kit?***

- You might just need a brochure geared to businesses
- Understanding labor market research – labor market what???: Don't worry, you don't need to be an expert
- What is a sector anyway?

**Give me a break!**

***Tools for Outreach to Employers –  
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What resources do you have access to?

***Review of Out of the Box Ideas for Outreach  
to Employer Partners***

- Connect with your local Workforce Investment Board (WIB) – they have finger on employers
- ABE Community Partnerships; Employer industry assoc & HR manager groups
- Use your current students and their networks
- Network with corporate/technical training providers – they know communication issues
- What companies have received grants? WTF ECCLI, WCTF, DIA Safety
- Other agencies – Mass Office of Business Development; Career Centers
- Coordinate with other providers to share outreach

## Training Examples

### Basic Skills

Individuals and their jobs

- ESL (Eng. as a second language)
- Basic Math
- Basic Reading
- Basic Business Writing
- Basic Computer Literacy
- Conversational Spanish

### Technical Skills

Job specific

- Machining
- Operator Trainer (OJT)
- Equip./Tool Specific
- Computer App. Skills
- Customer Service
- Maintenance Equip. Repair
- MRP/ERP
- Health/Safety (beyond government mandates)

### Organizational Skills

Creating high performance work organizations

- Leadership
- Project Mgr.
- Communications
- Team Building
- Problem Solving
- TWM & Quality Assurance
- Process Improvement
- Train-the-Trainer
- Change Mgr.
- Supervisory & Coaching Skills<sub>3</sub>
- Diversity

## What Makes a “Good” Employer?

- Who has done other training or has a track record?
- Who is starting to hire?
- What sector is more stable or growing?
- Who is active in the community?
- Who offers internships and summer jobs?
- Who pays a little better?
- Who is big enough? – size may matter
- Who do you talk to in the company?

### ***Guidelines - Training Providers Should:***

- Have experience working with adults in workplaces with multi-lingual, multi-ethnic workforces
- Conduct appropriate workplace needs assessment
- Learn about company, union, industry
- Learn about work skills and jobs through hands-on
- Provide instruction on-site, flexible to meet all shifts and use materials from the workplace
- Give feedback to management and Planning committee on critical issues effecting the program, but respect confidentiality
- Make sure teachers have regular training and support from Program coordinator

### **Other Ideas to Engage Employers**

- Talk about grant programs
- Talk about funding a pilot program
- Offer a short workshop for company supervisors – *How to be an effective supervisor for your diverse workforce?*
- Other ideas?

**Look at employer guide to choosing a basic skills training provider**

## **Rest of Workshop Series**

- April 15<sup>th</sup> #2 - *Forging Partnerships with Employers*
- May 13<sup>th</sup> #3 - *Conducting a Workplace Needs Analysis*
- June 10<sup>th</sup> #4 – *Developing a Multi-employer Consortium*
- Technical Assistance Services

## **Workshop Evaluations - What Else Might You Need or Like?**

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English at Work – Capacity Building Initiative

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