

Boston English at Work Capacity Building Initiative

Workshop #3 – Conducting a Workplace Needs Analysis

Rob Vitello & Laurie Sheridan

with Sunny Schwartz, AACA

May 13, 2010

1

What is the English at Work Capacity Building Initiative?

- Background on Initiative - ENB
- 4 Part Workshop series & technical assistance
- Background on presenters
- Introductions of new workshop participants
 - Name and title
 - Your program
 - Why did you decide to come?

Recap of Workshop #1: Targeting and Marketing to Employers

- Benefits of Workplace Ed to Employers, Employees and Providers
- What makes a “Good” Employer
- Ways to Find “Good” Employers –ideas like jobs fair and linking with technical trainers
- Ideas on How to Engage Employers – tool kit
- Guidelines for Training Providers – what capacity do you need to build?

Recap of Workshop #2: Forging Partnerships with Employers

- Good Guidelines for Partnerships with Employers – clear roles for stakeholders & strong Advisory or Coordinating Committee
- What Provider should do – learn about the company, industry and basic works skills
- Panel Discussion – different models
- Ideas on Potential Public Funding
- Brief Overview on a Workplace Ed Budget

Goals of Workshop #3: Conducting a Workplace Needs Analysis (WNA)

- Define WNA and Id Reasons for Doing It
- Principles of a WNA and Who Should be Involved
- Steps to Conducting a WNA and role of of employer, workers and unions
- Hear a Voice From the Field – AACA
- Tools of the Trade – Focus Groups, Interviews, Surveys and Reporting Out

Activity to Get Us Thinking – What About Are Own Work Situation?

Use the strips of paper to complete two sentences for each statement:

- **It Helps me do my Work When...**
- **It's Hard to do my Work When...**

Put them on the board and we'll discuss

WNA – What’s it All About?

- What is a WNA and Why Bother to Do it?
- When you are Doing an WNA, Who do you Need to Talk to?
- What Kinds of Questions Should you Ask, What Do you need to Know about the Workplace?

WNA – More of What’s it All About?

- Information? – How Could you Get it?
What “Tools” Might you Use?
- What Should a WNA Really Be and Do? Main Principles?

Check out the Mass. Worker Education Roundtable’s Workplace Educators Training – chapter on WNA

The Asian American Civic Association Experience

Sunny Schwartz – AACA Deputy
Director

- What Kind of WNA Has AACA Done and How Did it Inform the Way You Structured the Program and Classes?
- Q & A

Summary - Steps Involved in WNA:

1. Organize a Learning Committee at the Company, must include Union
2. Develop your WNA Strategy & Plan – who will join? How will you collect info? when & where?
3. Design WNA Tools – focus groups, interview – Keep Committee informed
4. Develop a Plan to Reach Outreach to supervisors, workers and union
5. Test of Pilot WNA and Revise as Needed

Summary - Steps Involved in WNA:

6. Collect info – keep confidential and anonymous
7. Summarize and Analyze the Information – look for the Common Themes and Concerns
8. Write the WNA Report and Recommendations (Time consuming) - include tools used, findings and recommendations: basic skills & other
9. Present Findings and Recommended Plan
10. Evaluate WNA Process with Committee

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 Skills₂
- Diversity

Last in Workshop Series

- June 10th #4 – *Developing a Multi-employer Consortium*
 - BEST Corp Model
 - Lloyd David, President, Creative Workplace Learning
- Technical Assistance Services

Workshop Evaluations - What Else Might You Need or Like?

Robert Vitello, Workplace Education
Consultant

Rvitelloconsulting@gmail.com

401-862-4917

Laurie Sheridan, Workforce Development Coord.
World Ed/SABES

lsheridan@worlded.org

(617) 385-3737

English at Work – Capacity Building Initiative

www.english-works.org/enbcbi