

# APPRENTICESHIP

*Connecting employers to their talent pipeline*

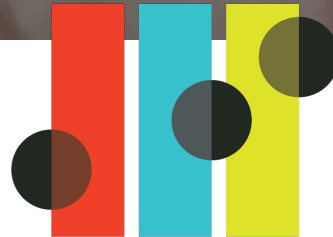
PRESENTED BY

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Eric Seleznow, JFF

Scott Ellsworth, JFF

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**JFF**

# AGENDA

Continuing the discussion on connecting with employers

Understanding what employers need and want

Aligning employer engagement with program design

Check in on what is working...and what isn't

**\*This is an interactive session! If you feel comfortable, please turn your cameras on, and unmute yourselves and use the chat box when you would like to share\***



# OUR TEAM



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SENIOR ADVISOR**



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SENIOR PROGRAM MANAGER**



EMPLOYER RELATIONSHIPS ARE CRUCIAL

## KEY DYNAMICS AT PLAY

- More than 30M U.S. workers have filed for unemployment benefits.
- Large [job loss](#) seen in leisure and hospitality, professional and business services, and education and healthcare industries.
- Demand within some occupations within IT, healthcare, and manufacturing.
- Promising post-COVID recovery industries: manufacturing and IT.
- Many apprenticeships impacted due to current hiring patterns of employers.



### COVID-19 RESOURCES

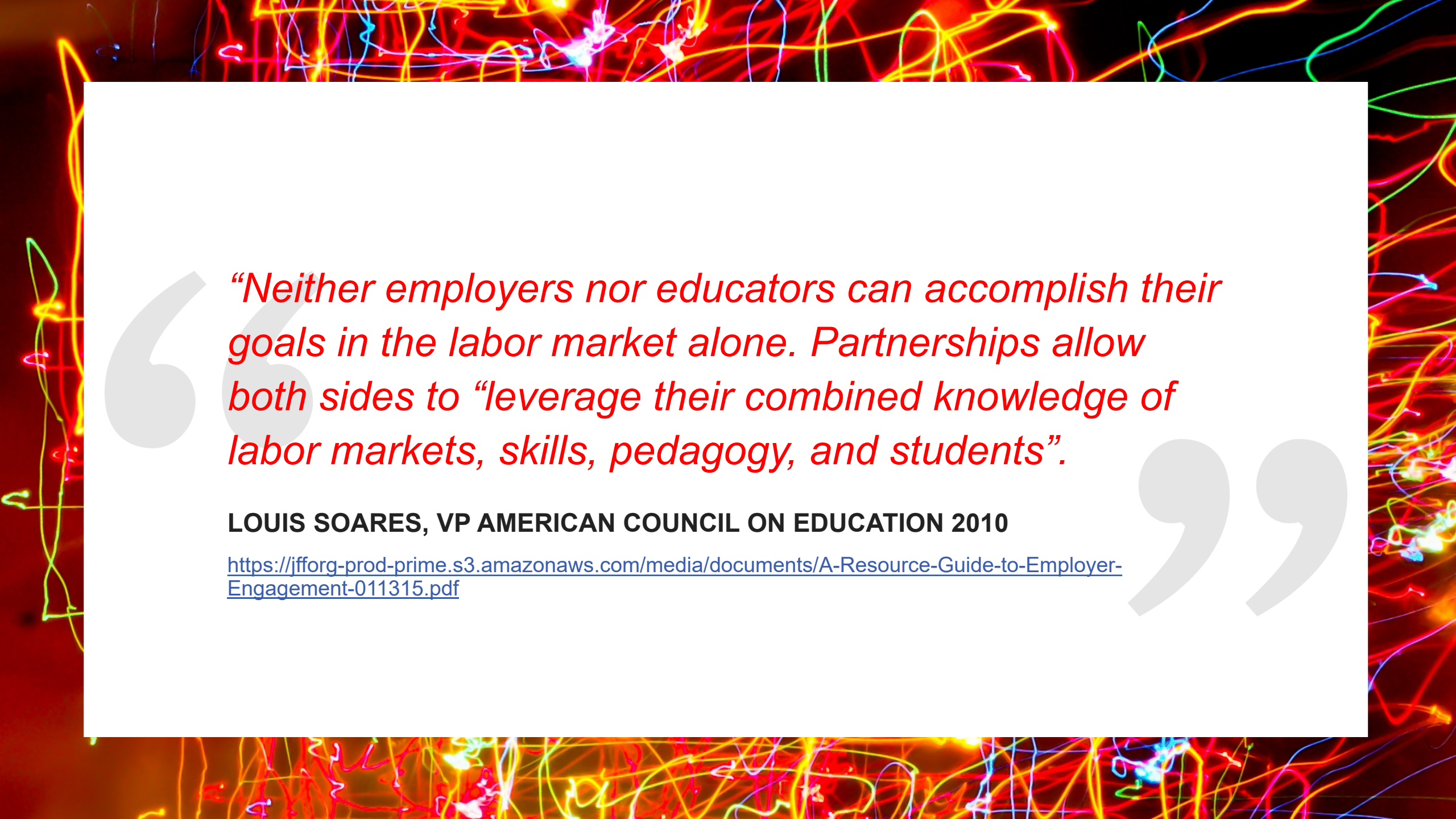
[JFF COVID-19 Resource Center](#)

[USDOL Coronavirus Resources](#)

[CDC Coronavirus Information](#)

[EEOC Coronavirus Information](#)





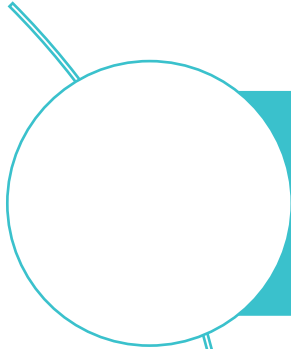
*“Neither employers nor educators can accomplish their goals in the labor market alone. Partnerships allow both sides to “leverage their combined knowledge of labor markets, skills, pedagogy, and students”.*

**LOUIS SOARES, VP AMERICAN COUNCIL ON EDUCATION 2010**

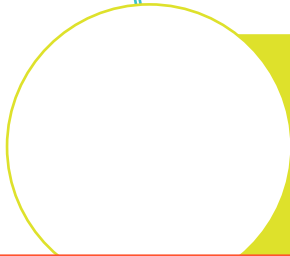
<https://jfforg-prod-prime.s3.amazonaws.com/media/documents/A-Resource-Guide-to-Employer-Engagement-011315.pdf>

## GETTING TO KNOW YOUR AUDIENCE

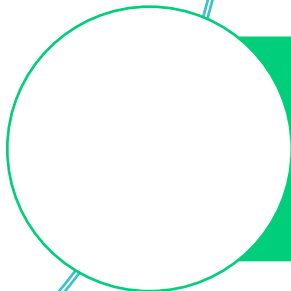
### WHAT DOES YOUR AUDIENCE NEED?



Students need easily understood on-ramps, clear lines to opportunity, exit strategies & a plan



Faculty need to understand how workforce strategies connect to their field,



Employers need strategies directly connected to hiring needs , how apprenticeship fits into DEI goals, connection to the community

WHAT HAVE WE HEARD?

## IT EMPLOYER ROUNDTABLES

- Credentials *do* matter...but only if employers understand what they mean and include.
- Although IT skills are important, employers really need people with customer service skills, troubleshooting, and teamwork. **How are these/can they be added to existing programs?**
- Employers want a better workforce...but they also need to understand what is expected of them. We need to be able to explain our programs. **What do we want them to do?**







WHAT WE KNOW

## WHAT EMPLOYERS WANT & NEED?

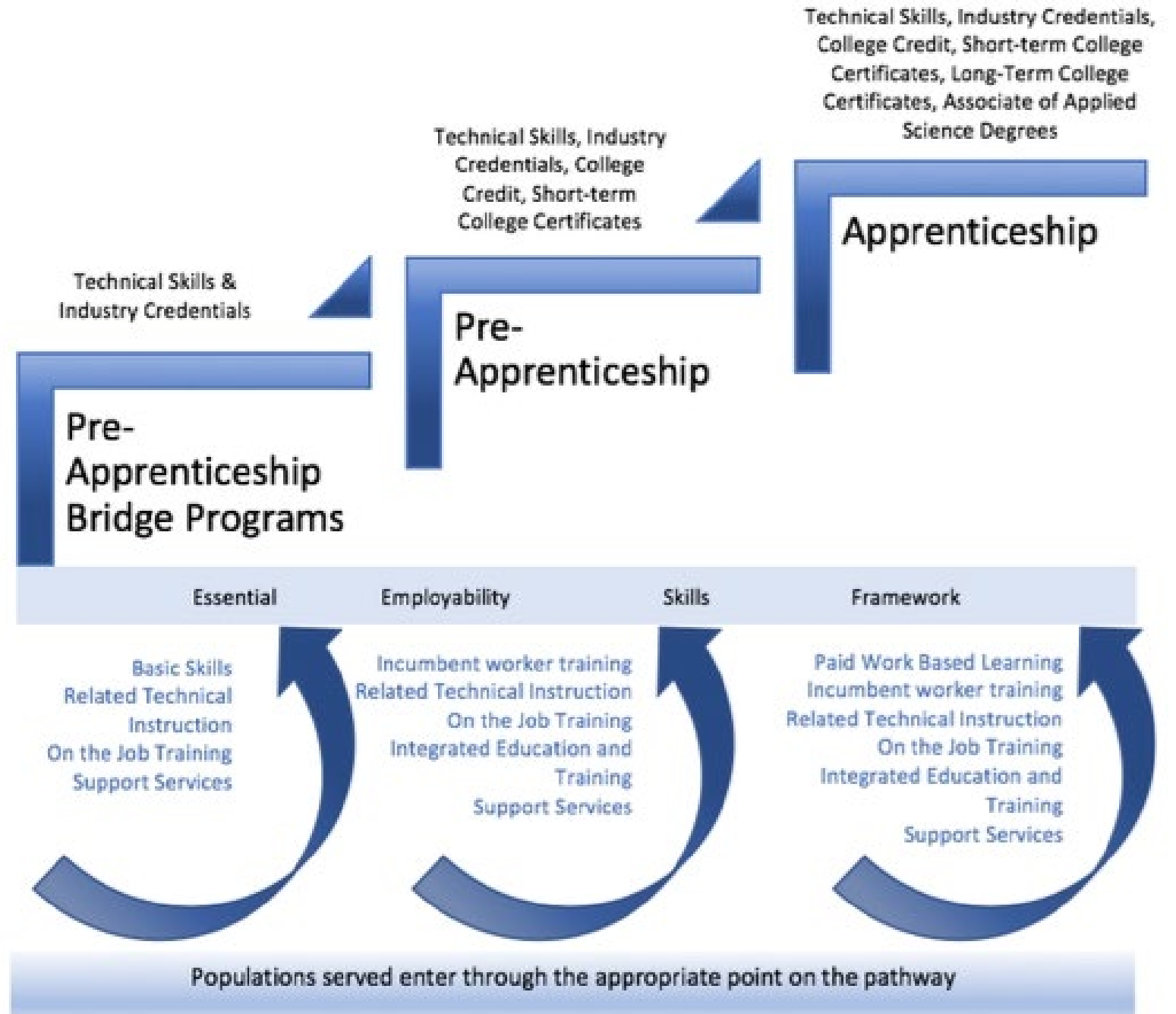
*Some willing to “grow their own” workforce, if the path makes sense*

- Skilled talent
- Current and post-COVID solutions that make sense
- A diverse workforce
- To understand apprenticeships
- Mutually beneficial partnerships
- Flexible and nimble training offerings including competency-based considerations
- Support for apprentices and the company
- Hire for attitude, train for skill



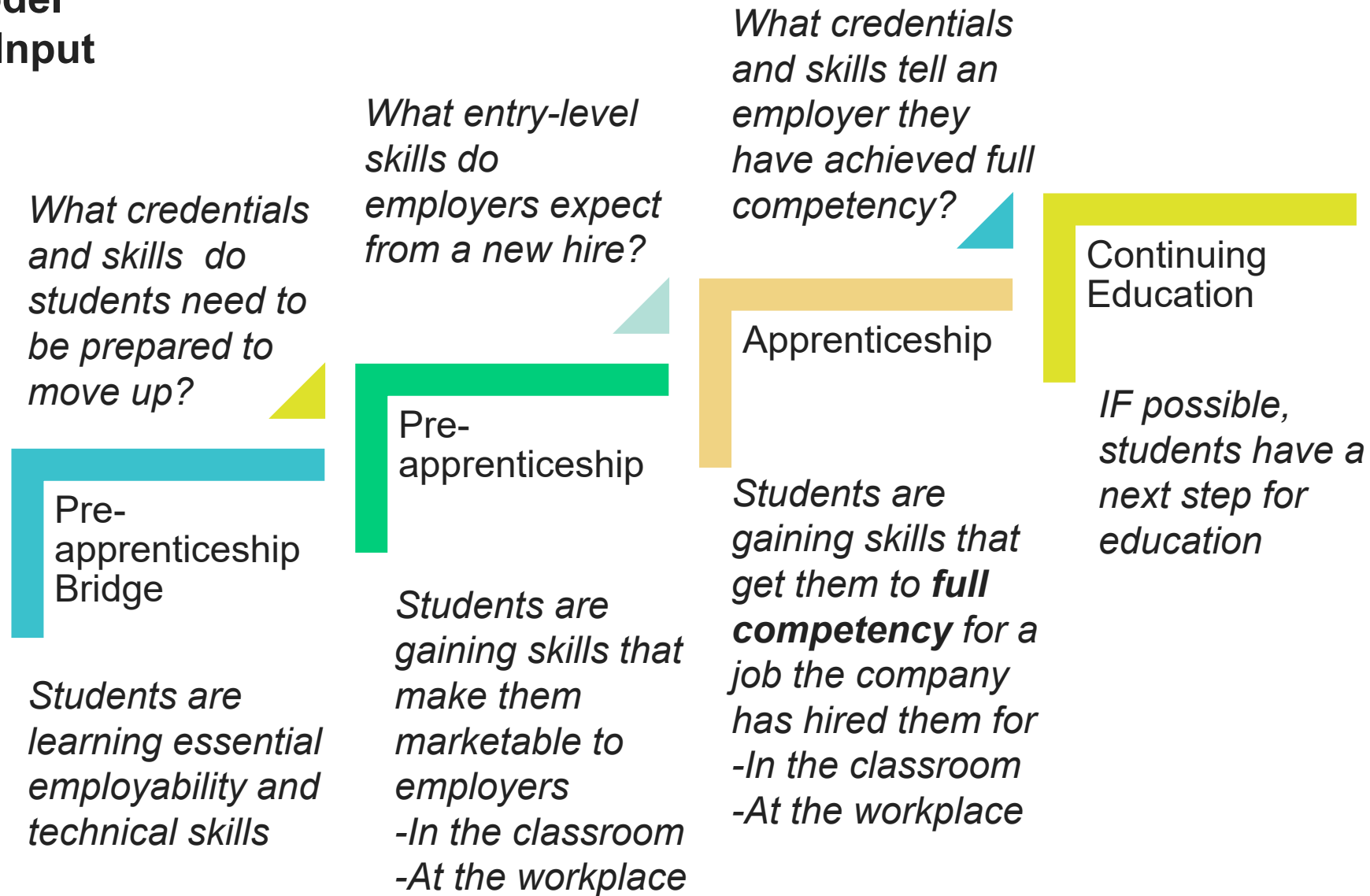
# CAP-IT MODEL

EMPLOYERS ARE  
IMPORTANT IN  
EACH PHASE OF  
THE CAP-IT  
MODEL



## CAP-IT Model

### Employer Input



## WHAT WE KNOW

# HOW TO ENGAGE EMPLOYERS

- **Assess current and post-COVID needs.** Position yourself as a problem-solver regarding employee retention and skills acquisition.
- **Engage employer advocates.** Other apprenticeship employers are your best spokespeople.
- **Leadership matters.** Bring in governors, college presidents, mayors, council commissioners.
- **Generate a buzz.** Media reports, good stories, op-ed pieces.
- **Virtual open houses and business events.** Know what you're talking about.
- **Share examples.** Be a leader.
- **Outreach and engage with** local partners. Chambers of Commerce, workforce boards, and local or regional industry associations.





## DISCUSSION

# WHAT WE'VE LEARNED ABOUT CONNECTING WITH EMPLOYERS SO FAR:

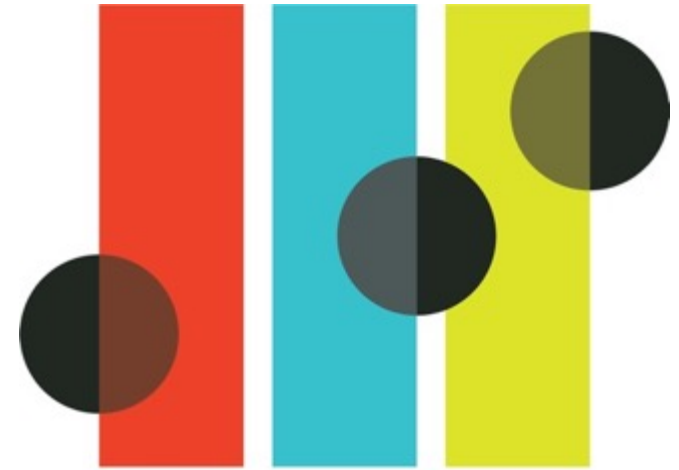
### *Hearing From You*

- What have you implemented? What's working?
- Did you have to change/alter after implementing?
- What have been your roadblocks?



**QUESTIONS?**

**THANK YOU!**



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