P-TECH Employer Engagement and Recruitment:
Organizational Strategies Self-Assessment

Engaging employers and community partners is critical to the long-term success and viability of the P-TECH model. This self-assessment is part of a set of tools designed to help P-TECH schools and their community and intermediary partners increase their employer engagement and recruitment capacity. It is designed to help ground your P-TECH team and help implement an employer engagement system that will sustain and grow employer involvement in P-TECH over time. Through the self-assessment process, you and your team members will identify current progress, document success, help prioritize activities and plan for improvements.

Completing the **Organizational Strategies Self-Assessment** will help your team identify current strengths and weaknesses, and prioritize areas to address in the future. Increasing capacity to effectively engage employers allows you to enhance the number and quality of authentic workplace learning opportunities available for the students you serve, and the number of employers and community partners that are directly engaged in and contributing to your work.

After completing this assessment, teams can transfer the priority objectives to a formal workplan, and identify tactics and strategies that address those priorities.

Instructions:

- **Progress**: Ask each team member to individually complete the progress section of the self-assessment. For each indicator or statement, each team member rates progress using the following scale:

  ○ = Not on the radar   ◔ = Just getting started   ◕ = Pretty well along in practice   ● = Fully developed

- **Evidence-Based Discussion:** Ask all team members to post their responses on a large, wall-sized version of the self-assessment (with sticky dots or by making tick marks). Discuss the group's responses, especially where there are wide differences of opinion on stage of development. Ask team members to cite the evidence of their choice.

- **Priorities:** Once the team has reached general agreement on the current stage of development for each item, ask each team member to complete the priority section of the self-assessment in the context of a discreet timeframe (e.g. the next 12 months). It is helpful to limit the number of high-priority activities and to force the identification of lows in each section.

- **Actions:** Again, ask all team members to post their responses on the wall chart and discuss. As a group, identify priority actions for inclusion in the workplan.

P-TECH Employer Engagement and Recruitment:
Organizational Strategies Self-Assessment

Strategy 1. View Employers as Both Partners and Customers Effective P-TECH programs define employers and community partners[1] as primary customers in addition to their students. They prioritize employer engagement and recruitment as a core and necessary function. Resources, staffing and organizational decisions reflect this dual-customer approach.	Progress	Evidence	Priority
✔ Employer engagement is a stated priority within the organization	○ ◐ ◕ ●		▬ ■ ■
✔ Labor market research guides work and team members are familiar with regional needs and trends	○ ◐ ◕ ●		▬ ■ ■
✔ Engagement efforts focus on employer benefits and address employer needs and motivations	○ ◐ ◕ ●		▬ ■ ■
✔ Team members have defined the value proposition and are focused on win/win opportunities	○ ◐ ◕ ●		▬ ■ ■
✔ Team members and leaders value any and all levels of employer involvement	○ ◐ ◕ ●		▬ ■ ■
✔ A single point of contact is provided for each employer	○ ◐ ◕ ●		▬ ■ ■

[1] Employers and community partners include the full range of potential partners outside of your P-TECH school that can participate in program activities, serve on advisory boards, and/or provide work-based experiences for students. They include large and small employers in your target industry, but also may include labor organizations, corporations, non-profit organizations, government, and a range of other public and private institutions.

KEY: ○ = Not on the radar ◐ = Just getting started ◕ = Pretty well along in practice ● = Fully developed – a core part of the work

Priority: ▬ = Low priority (force at least 1 low) ■ = Medium priority ■ = High priority (limit 1 or 2 high priorities)

P-TECH Employer Engagement and Recruitment:
Organizational Strategies Self-Assessment

Strategy 2. Promote Customer Service Effective P-TECH programs actively promote and practice customer service and demonstrate a sales and customer service orientation when interacting with employers. Staff and partners who interact with employers pay attention to understanding and addressing employers' needs, and the approach is embedded in the school's culture.	Progress	Evidence	Priority
✓ The P-TECH school maintains a professional environment and approach to employer engagement	○ ◑ ◕ ●		▬ ◼ ■
✓ All team members have been trained and promote a marketing, sales and customer service culture	○ ◑ ◕ ●		▬ ◼ ■
✓ Employer volunteers and hosts, including frontline supervisors, are supported	○ ◑ ◕ ●		▬ ◼ ■
✓ A full range of participation options are provided and easy and comfortable ways to participate have been defined	○ ◑ ◕ ●		▬ ◼ ■
✓ The program has developed a number of ways to support and sustain employer involvement	○ ◑ ◕ ●		▬ ◼ ■

KEY: ○ = Not on the radar   ◑ = Just getting started   ◕ = Pretty well along in practice   ● = Fully developed – a core part of the work

Priority: ▬ = Low priority (force at least 1 low) ◼ = Medium priority ■ = High priority (limit 1 or 2 high priorities)

P-TECH Employer Engagement and Recruitment:
Organizational Strategies Self-Assessment

Strategy 3. Target Resources Effective P-TECH programs identify, leverage and target effort and resources, both human and capital, to support their employer engagement activities. Shared resources from within their network of partners help support and deliver sustained employer recruitment activities, coordinated by a P-TECH team member. Strategies, resources and people's time are assigned to support a range of marketing, sales, service, support and evaluation functions.	Progress	Evidence	Priority
✓ Team members are dedicated to the engagement effort	○ ◔ ◑ ●		▬ ◼ ■
✓ Team members and partners have been trained and are supported as "engagement specialists"	○ ◔ ◑ ●		▬ ◼ ■
✓ Resources and leveraged partner contributions specifically support marketing activities	○ ◔ ◑ ●		▬ ◼ ■
✓ Materials specifically targeted to the employer audience have been created	○ ◔ ◑ ●		▬ ◼ ■
✓ Effective data management tools and processes are in place and utilized by team members	○ ◔ ◑ ●		▬ ◼ ■

KEY: ○ = Not on the radar ◔ = Just getting started ◑ = Pretty well along in practice ● = Fully developed – a core part of the work

Priority: ▬ = Low priority (force at least 1 low) ◼ = Medium priority ■ = High priority (limit 1 or 2 high priorities)
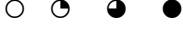
P-TECH Employer Engagement and Recruitment:
Organizational Strategies Self-Assessment

Strategy 4. Apply a Comprehensive Approach	Progress	Evidence	Priority
Effective P-TECH schools and their partners apply a comprehensive and connected approach to help guide their employer engagement and recruitment work. They apply clear and detailed marketing plans and follow benchmarked timelines. They work closely with other educational and workforce initiatives[2] seeking to connect with and engage employers, and are formally connected to a larger, broader system.			
✓ Team members leverage the skills mapping process to expand employer participation	○ ◔ ◑ ●		▬ ◼ ⬛
✓ Employer engagement activities are driven by a detailed marketing plan	○ ◔ ◑ ●		▬ ◼ ⬛
✓ Effective communication is promoted and supported between all parties	○ ◔ ◑ ●		▬ ◼ ⬛
✓ Formal MOUs and agreements document decisions and commitments	○ ◔ ◑ ●		▬ ◼ ⬛
✓ The engagement effort is connected to and leverages the work of others	○ ◔ ◑ ●		▬ ◼ ⬛

---

[2] These initiatives include BOCES, Regional EDCs, Chambers of Commerce, Manufacturing Expansion Projects, Work-Based Learning Coordinators, Academy programs, Trade Associations, the Workforce Development System, Workforce Intermediaries and others.

KEY: ○ = Not on the radar   ◔ = Just getting started   ◑ = Pretty well along in practice   ● = Fully developed – a core part of the work
Priority: ▬ = Low priority (force at least 1 low) ◼ = Medium priority ⬛ = High priority (limit 1 or 2 high priorities)

P-TECH Employer Engagement and Recruitment:
Organizational Strategies Self-Assessment

Strategy 5. Focus on Outcomes Effective P-TECH schools and their partners apply continuous improvement practices to gauge the effectiveness of their employer engagement and recruitment efforts and guide their work. Schools and partners are focused on outcomes, and use a variety of measures to evaluate and improve their practice.	**Progress**	**Evidence**	**Priority**
✓ The team sets measurable goals and celebrates success	○ ◔ ◑ ●		▬ ◼ ■
✓ The effectiveness of the engagement effort is measured	○ ◔ ◑ ●		▬ ◼ ■
✓ Customer satisfaction surveys are done to improve performance	○ ◔ ◑ ●		▬ ◼ ■
✓ Regular organizational assessments and evaluations are conducted	○ ◔ ◑ ●		▬ ◼ ■
✓ The team engages in continuous improvement practices	○ ◔ ◑ ●		▬ ◼ ■

KEY: ○ = Not on the radar   ◔ = Just getting started   ◑ = Pretty well along in practice   ● = Fully developed – a core part of the work

Priority: ▬ = Low priority (force at least 1 low) ◼ = Medium priority ■ = High priority (limit 1 or 2 high priorities)