



Effective Industry Recruitment

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Session Objectives

- Identify Tennessee's current challenge and efforts to overcome barriers to student success.
- Explore the three phases of industry engagement.
- Establish action steps to increase partnership recruitment.
- Develop a “elevator pitch” which includes a goal, clear supports, and appropriate outcomes.



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Tennessee Landscape

Why industry engagement matters?

89%

High School teachers who believe incoming postsecondary freshman are “ready”

Postsecondary faculty who believe incoming freshman are “ready”

26%

96%

Postsecondary chief academic officers who are extremely or somewhat confident in their institution's ability to prepare students for success in the workforce

Business leaders who strongly agree today's college graduates have the skills and competencies that their business needs

11%

Source: ACT National Curriculum Survey 2012; Jobs for the Future (JFF)

Workforce Disruption Index

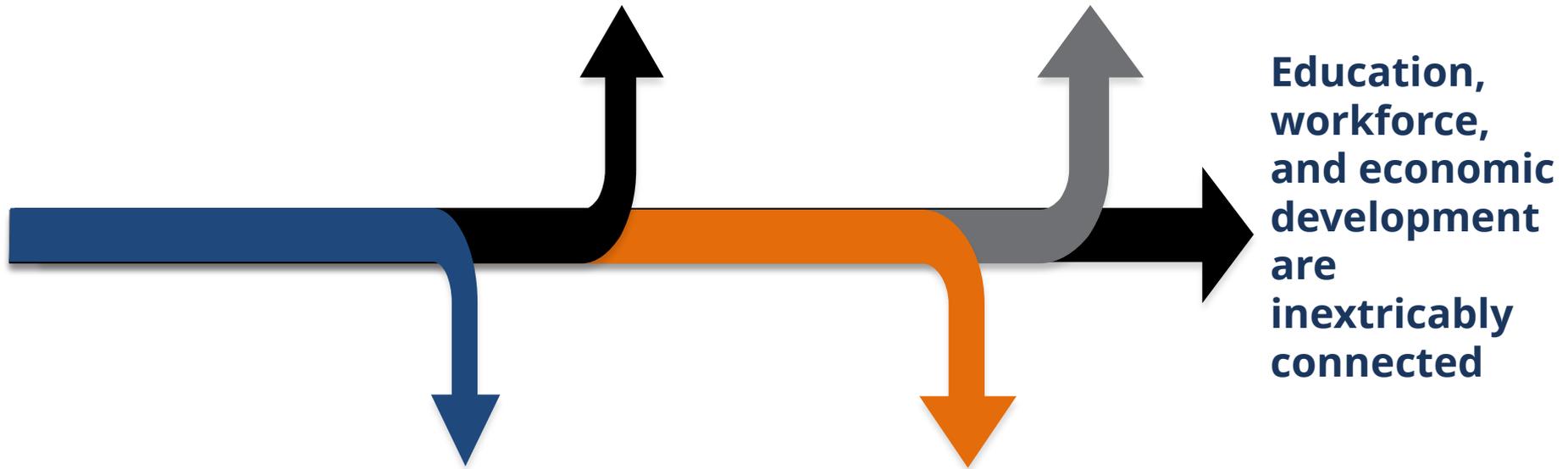
- “1.4 million Tennessee jobs have a high probability (70 percent probability or higher) of replacement by automation.”
- The solution is working with employers to prepare citizens for jobs requiring a higher level of educational preparation and training.
- “Increased education will allow Tennesseans to adapt and capitalize on the opportunities presented by workplace automation.”

Source: Tennessee Workforce Disruption Index, 2016

Critical connections with education/career pathways

Too few young people complete a postsecondary degree/credential

Growth industry fields hold promise; employers struggle to find skilled employees



High school diplomas are increasingly getting squeezed out as the 'entry level' requirement

Careers increasingly require postsecondary education and work readiness skills and experience

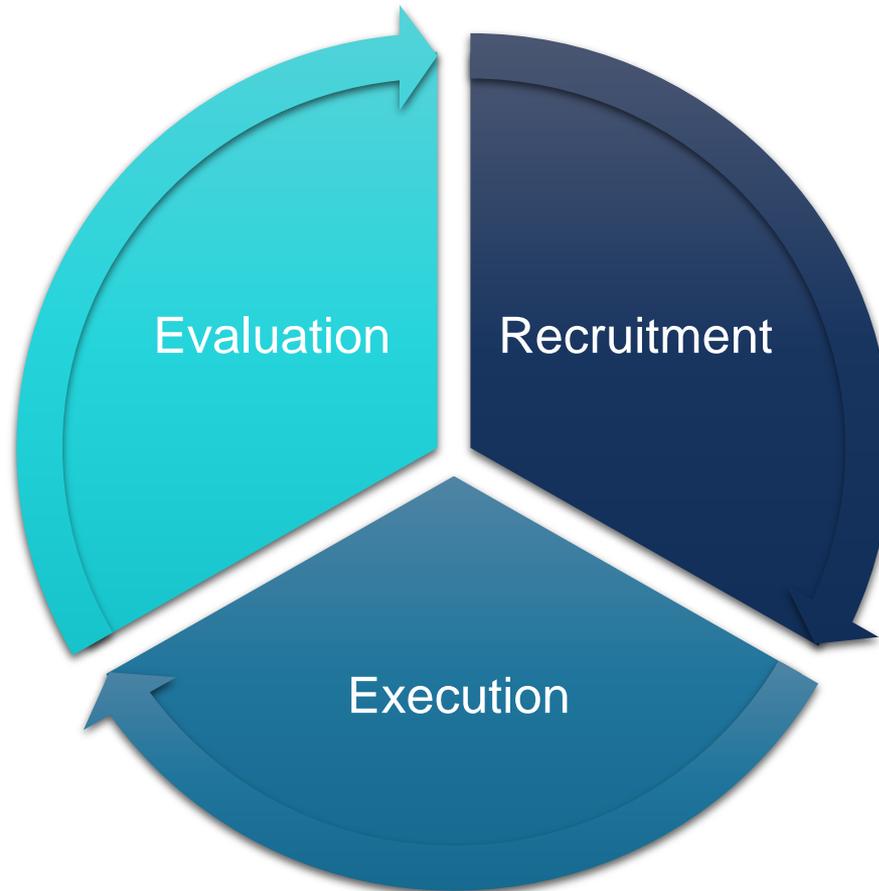
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Industry Engagement

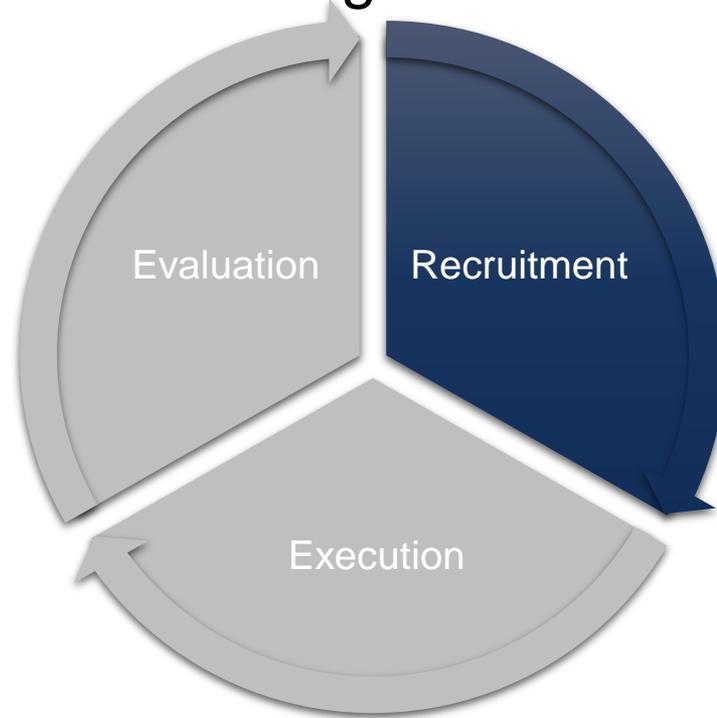
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Industry Engagement Model



Industry Engagement Model

The **recruitment** phase is focused on increasing the awareness of partnership opportunities for our external partners, as well as converting their interest into action.



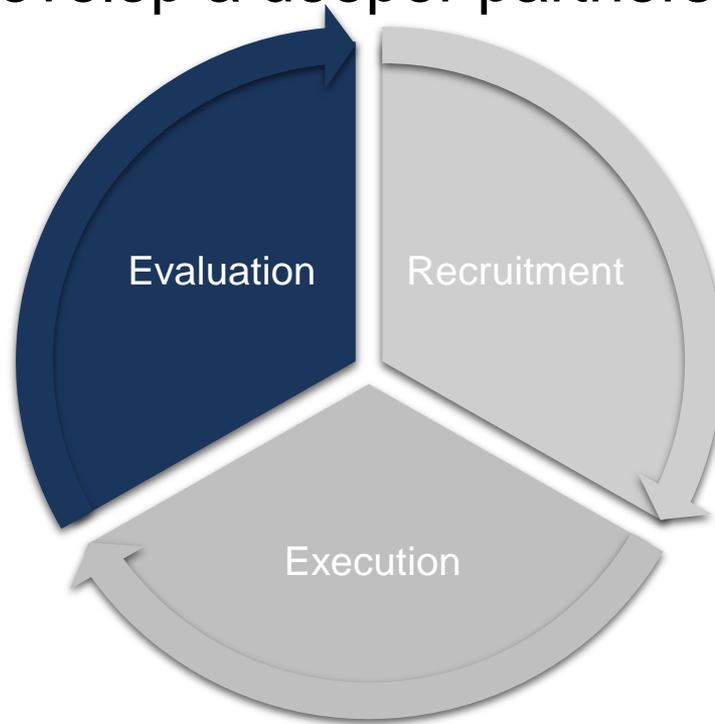
Industry Engagement Model

The **execution** phase is focused on bringing the proposed opportunity to life through clear expectations and ownership between the partners.



Industry Engagement Model

The **evaluation** phase is focused on documenting and evaluating the partnership, as well as looking for additional opportunities to develop a deeper partnership in the future.





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Recruitment

Industry Engagement: Recruitment



Steps to Recruiting Industry

- ✓ Identify your partnership needs.
- ✓ Research organizations and target key individuals in organizations.
- ✓ Create messaging and resources to engage with potential business partner.

Industry Engagement: Recruitment (cont.)

- Identifying clear goals
- Establishing strong internal structures to support your proposed partnership
- Ensuring mutually beneficial outcomes



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CCTE Partnership Example: Industry Tours

Identifying clear goals

CCTE Partnership Example:

- Industry tours for the Institute for CTE Educators
- Partnership Goal: To provide tours at businesses which highlight emerging technologies and practices a teacher needs to know to provide relevant instruction to our students

Establishing Strong Internal Structures

- For the tours, establishing internal supports meant determining roles and responsibilities up front and building a project plan.

Roles and Responsibilities:

- Candi : Project Manager
- Program Manager: identified which businesses teachers should visit.
- Nick: developed employer focused resources for recruitment efforts

Mutually Beneficial Outcomes

Partnerships must benefit both your interests and the business's interests. For our industry tours, the benefits meant:

Department Benefits

- Receive assistance with providing the most relevant industry information possible
- Build champions for CTE
- Establish future, deeper partnerships

Business Benefits

- Build awareness of your business with practitioners and teachers
- Engage with teachers who prepare students through curriculum and certifications relevant to your industry
- Raise awareness of your industry, direction of your workforce, and the skills your employees need now and in the future

Lessons Learned

- Getting one employer to take the first step with you is the hardest part
- Employers want to see results and are expecting basic employability skills
- Partnerships are a balance between creativity and accountability amongst partners
- **All of this begins with the ask!**

Communication Plan

Take your conversations and information to this point and **create a resource for the business community**. After this, you will be prepared to engage partners strategically. You should communicate the following:

- A clear description of what the partnership opportunity is along with your proposed goals
- Benefits to their business
- Proposed time commitment of the partner
- Proposed expectations of the partner
- Proposed roles for each organization

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Promising Practices

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Rutherford County Senior Hiring Event

- **Shared Goal:** Increase youth employment rate in Rutherford County
- **Purpose:**
 - Provide all graduating seniors with access to immediate part-time and full-time job openings
 - Provide local employers in high-growth industry sectors with access to job candidates
- **Data:**
 - Current youth employment rate: **43%**
 - Percentage of students at Motlow State and MTSU who work during college: **70%**

Senior Hiring Event Roles & Responsibilities

High School Responsibilities

- Schedule time and rooms for each senior to create, save and print a resume (35-40 minute sessions)
- Develop rotation schedule for senior participation in event
- Communications to students and parents
- Assist all seniors with registering on Jobs4TN
- Present dress for success presentation to all seniors (English classes)

Senior Hiring Event Roles & Responsibilities

Rutherford Chamber Responsibilities

- Recruit companies to participate
- Create employer map (job fair layout) for students
- Manage employer registration and all communications with employers
- Identify dress for success resources and provide contacts to school guidance counselor
- Create registration form for employers & include PDF on how to register on Jobs4TN
- Follow up with employers for outcomes following completion of event

Rutherford County Senior Hiring Event

Employer Responsibilities

- Register on Jobs4TN.gov
- Post job openings for which the company is hiring on Jobs4TN.gov
- Set up and take down booth day of event
- Bring business cards or a one pager with information on job openings and how to apply



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Small Group Activity

Activity Prep

- Formulate a strong ask to employers using the previously discussed components of goals, supports, and outcomes
- For this exercise, your ask should be focused around internships, job shadow day, or co-teaching a lesson with a teacher
- Finally, practice your ask!

Activity

- Create an ask to an employer using the provided handout
- Split your tables in half and take 15 minutes to work with your group
- Select one person to present a 60-second pitch to the other group at your table.

Double Check

- Does your pitch address the following?
 - **Goal:** Did you clearly articulate what you want the business to do?
 - **Structure:** Did you clearly articulate how you will support your business partner?
 - **Outcome:** Is this a win-win? Can you articulate the benefit to your students and to the business partner?



Districts and schools in Tennessee will exemplify excellence and equity such that all students are equipped with the knowledge and skills to successfully embark on their chosen path in life.

Excellence | Optimism | Judgment | Courage | Teamwork