

Caring for Families. Improving Lives. Leading Change.

# Engaging Employers

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# Agenda

- Why is engaging employers important?
- How this fits within your larger goals & structures
- What we have learned (so far)
- Balancing potentially conflicting interests
- Outcomes: Monitor, evaluate, & adjust
- Workforce development opportunities & networks



# Why is this important?

- Clients consistently ask for it
- Finding a job is a full-time job
- Our first year, led to 30% of jobs gained
- Employer feedback is invaluable



# Broader goals & structures

- Our three strategic goals:
  - Housing
  - Healthcare
  - Income
- Employment Services at Community of Hope
  - Wrap-around service for five housing programs
  - Third year using the WorkFirst model



# What we have learned (so far)

- Hit the streets & the web
- Develop a flexible pitch
- It's all about relationships
  - Employers, ANCs, board members
- Protect confidentiality
- WOTC and other incentives

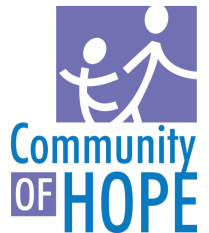


# Conflicting interests: Case study

Ms T has worked three different food service positions in the last three years. She is currently looking for employment for between 8am and 5pm, when she has reliable childcare. Your employment specialist has met with Ms T twice and she has been very engaged. In her most recent appointment she asked if she can be referred to any of your employer partners.

The employment specialist's partnership database shows that Pizza King is currently taking referrals for candidates who are reliable and hardworking and have open availability.

Would you refer Ms T to Pizza King?



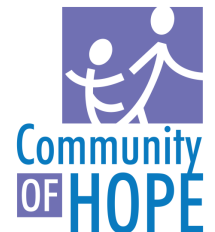
# Balancing conflicting interests

- Have one staff gatekeeper
- Develop a clear referral process
- Ensure your participants are informed
- Communicate regularly with employer partners



# Outcomes: monitor, evaluate, adjust

- What % of jobs came from partners
- Which sectors are most productive
- What hiring trends are you noticing
- Review referral processes





# Opportunities & networks

- Work Opportunity Tax Credit
  - [doleta.gov](http://doleta.gov), search WOTC, find your state coordinator
  - James Clopton, [James.Clopton@dc.gov](mailto:James.Clopton@dc.gov), 202-698-5136
- State & Local WIBs
  - [servicelocator.org](http://servicelocator.org)
  - [dcworks.dc.gov](http://dcworks.dc.gov)
- [jobsthathirefelons.org](http://jobsthathirefelons.org)



# Q&A

- What questions do you have?

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