



DWFS OPPORTUNITY PROCESSING OUTLINE: WORK BASED LEARNING

DWFS TEAM MEMBER <h2 style="text-align: center;">Morgan</h2>	JOB POSITION <h2 style="text-align: center;">Work Experience Specialist</h2>	DAYS WITH THE COMPANY <h2 style="text-align: center;">6 Months</h2>
STEP 1: 'S INTRODUCTION <ul style="list-style-type: none"> WHO ARE YOU? WHAT'S YOUR POSITION? WHAT'S YOUR QUESTION? 	STEP 2: PARTICIPANT FEEDBACK <ul style="list-style-type: none"> CLARIFYING QUESTIONS MORGAN'S IDEAL OUTCOME* BARRIERS & CHALLENGES SOLUTIONS 	STEP 3: BEST-PRACTICE SPEAKER JESSICA GO TALKS ABOUT THE BEST-PRACTICES BEHIND WORK EXPERIENCE

<p>HOW DO I: ASKED BY MORGAN</p> <ul style="list-style-type: none"> How do I improve work-based learning interest among employers, so I can consistently place participants with the most significant barriers? <p>CLARIFYING QUESTIONS: ASKED BY PARTICIPANTS</p> <ul style="list-style-type: none"> What are the significant barriers? Have you asks employers what skills they're looking for? Is there a specific industry that you're targeting? Do you have relationships with bus systems/transportation services? Do you serve rural counties? How many counties do you serve? Do you have repeat employer customers or are you constantly searching for new employers? Is your team working on benefits communication to employers to show value in WBL? Are you presenting tools like WOTC to employers for hard to serve applicants? Do you have success stories to share with employers? Do you work mostly with large or small business for WBL? Do employers ever give reasons for disinterest? Do you have an letters from employers? Employer success stories?
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<p>MY IDEAL OUTCOME IS: PRESENTED BY MORGAN</p> <ul style="list-style-type: none"> To develop more diverse worksites so we can consistently connect our hardest to serve participants with WBL opportunities.
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<p>WHY IS IT SIGNIFICANT TO ANSWER MORGAN'S QUESTION: PARTICIPANTS RESPOND</p> <ul style="list-style-type: none"> That what the grant is for So employers can tap into a new pool of candidates Lower the unemployment rate Help participant become self sufficient Growth in the program Better employer relationship To respond to employers needs within our communities To encourage customer's professional growth To provide participant with work experience opportunities Build network (partner/employer) To meet performance goals To give employers opportunity to mentor Provide additional support to participants Gain trust To show community involvement/be an example Prevent recidivism To help customer rehabilitate

BARRIERS & CHALLENGES – WHAT ARE MORGAN’S BARRIERS & CHALLENGES?

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- Not enough employer interest
- Cost
- Lack of networking
- Employer lack of trust
- Lack of knowledge by employers
- Liability and risk to the employer
- Employers don’t see the benefits
- Diverse worksites don’t match the labor info
- Overcome negative perceptions of clients
- Reputation bruised due to unsuccessful WBL in the past
- Participant doesn’t pass background or drug screen
- Employers don’t have availability to train
- Cultural barriers/discrimination
- Schedules
- Having drug court/ other requirement that make them miss work

SOLUTIONS:

- Inform employers of benefits
- Build community relationships
- Provide tools WOTC and fed bonding
- Share success stories from employers (ask current employers) share with prospect
- Host lunch and learns/ info sessions for employers
- Use your CBO network
- Develop Mentor program
- Be willing to work around schedules
- Ask employers for feedback > so we can overcome objections
- Use social media to educate and share success stories
- Create a brochure for employers with benefits

BEST PRACTICE SPEAKER: JESSICA GO. ANSWERS MORGAN’S QUESTION

BUILD A SOLID TEAM

- UTILIZE STREET OUTREACH TEAM FOR EARLY ENGAGEMENT
- HAVING REALISTIC CONVERSATIONS WITH PARTICIPANTS AT EACH LEVEL

BECOME THE EXPERT

- KNOW WHAT YOU’RE SELLING
- LEARN THE CONTRACT - RELAY KEY POINTS TO EMPLOYERS
- RESEARCH DOS AND DON’TS OF WORK BASED LEARNING/GUIDELINES AND RESTRICTIONS *ESPECIALLY FOR YOUTH
- (CLEAR EXPECTATIONS ABOUT HIRING)

SOLIDIFY YOUR PITCH

- BE TRANSPARENT ABOUT MENTORING/TRAINING
- ENCOURAGE BUSINESSES TO HELP YOUR COUNTY RETAIN LOCAL TALENT
- “TRY BEFORE YOU BUY”
- EXPLAIN DIFFERENCE BETWEEN OUR SERVICES AND STAFFING AGENCIES
- TALK ABOUT TEAM OF SUPPORT FOR PARTICIPANT/EMPLOYER
- GIVE US A CHANCE TO COACH
- EMPLOYER IS NOT BOUND TO HIRE

NETWORK

- ATTEND OPEN EVENTS IN THE COMMUNITY
- QUALITY VS QUANTITY (EMPLOYERS)
- REACH OUT TO BOARD OF DIRECTORS FOR HOST SITES
- DON’T ASSUME DISINTEREST (NO COMPANY IS TOO BIG)
- FOLLOW UP (EMAIL, CALL, VISIT)

DON'T JUDGE A BOOK BY ITS COVER

- WE HAVE TO BELIEVE IN WHAT WE'RE SELLING
- PUT YOURSELF IN PARTICIPANT'S SHOES
- PRAISE PARTICIPANTS/COACH
- DON'T GIVE UP ON PARTICIPANTS
- DO AS MUCH AS YOU CAN!

BEST PRACTICE SPEAKER: JESSICA GO. Q&A**HOW FREQUENTLY DO YOU CONTACT EMPLOYERS?**

- CHECK IN ON 3RD WEEK OF WORK EXPERIENCE (DURING AN 8 WEEK PERIOD)
- CHECK IN WHEN COLLECTING TIMESHEETS

HOW DO YOU BECOME AN EXPERT IN POLICY FOR WORK BASED LEARNING?

- REFERENCE WIOA GUIDELINE > STATE WORKFORCE WEBSITE, DEPARTMENT OF LABOR WEBSITE, BOARD RESOURCES

HOW DO YOU OVERCOME A HESITANT EMPLOYER?

- SPEAK TO THE BENEFITS

WHAT KIND OF CONTACT IS MOST EFFECTIVE DURING WORKSITE DEVELOPMENT /FOLLOW UP?

- PHONE DURING DEVELOPMENT, FOLLOW UP WITH EMAIL (HAVE TEMPLATE WITH KEY POINTS), FOLLOW UP WITH SCHEDULE APPOINTMENT

SHOULD YOU USE A SCRIPT TO PITCH TO EMPLOYERS?

- START OUT WITH A SCRIPT (FOR ACCURACY) THEN MAKE IT YOUR OWN

DO YOU HAVE A GO TO LIST OF SECOND CHANGE EMPLOYERS?

- YES, CREATE A LIST

WHICH INDUSTRIES DO YOU HAVE MORE SUCCESS WITH?

- MANUFACTURING, LOGISTIC, WAREHOUSING, CUSTOMER SERVICE, FOOD SERVICE (PARTICIPANTS WITH BACKGROUNDS)
- CLERICAL, CUSTOMER SERVICE, MEDICAL (PARTICIPANTS WITH DISABILITIES)