**Strong Workforce Program Implementation Project**

***Workgroup Snapshot***

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| **Workgroup 6: Employer Engagement** |
| **Leads** |
| * Margie Fritch, CE Dean, Palomar
* Cassandra Storey, CE Dean, Continuing Education
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| **Purpose** |
| To establish a coordinated employer engagement strategy across the region that facilitates employers’ connections to regional sector initiatives and directly to colleges for both demand-driven curriculum development, work-based learning, and job placement for students. |
| **Outcomes** |
| * Development of a regional employer engagement strategy and corresponding implementation plan that addresses both regional and local college and employer needs
* Development of a model for streamlined and coordinated opportunities for employer engagement with colleges and students
* Hiring a Director of Strategic Partnerships
* Expanded WBL and employment opportunities for students
* Piloting of a WBL and job placement tool
* DSN workplans aligned with employer engagement model
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| **Metrics** |
| * Increase in number of businesses engaging with community colleges in the region
* Increase in number of work-based learning opportunities for CE students
* Increase in job placement rates for CE students
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| **Strategies/Activities** |
| * Create/administer a survey or other assessment tool to better understand current employer engagement efforts at each campus
* Map employer engagement efforts at each college
* Conduct analysis to inform development of regional approach to employer engagement
* Conduct event(s) with employers to gather input on a regional approach
* Hire Director of Strategic Partnerships
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| **Funding to Colleges** |
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| **Workgroup 6: Employer Engagement** |
| **Notes/Comments/Questions** |
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