**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 |
| **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 |
| **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 |
| **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 |
| **Funding to Colleges** |
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| **Workgroup 6: Employer Engagement** |
| **Notes/Comments/Questions** |
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