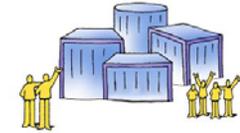


Self Assessment: Engaging Workplace Partners



Name: _____ Organization: _____

This self-assessment is part of an integrated set of tools designed to help organizations determine progress, document success, prioritize activities, and plan for improvements as they implement activities to promote and ensure youth success. Engaging employers and other workplace partners is critical if youth-serving organizations are to successfully create and sustain comprehensive local youth-serving systems. Completing the ***Engaging Workplace Partners Self-Assessment*** will help your organization identify current strengths and weaknesses, and prioritize areas to address in the future. Increasing capacity to effectively engage workplace partners allows you to enhance the number and quality of workplace opportunities available for the youth you serve, and the number of workplace partners that are directly engaged in and contributing to your work.

After completing this assessment, your organization or team will transfer your priority objectives to the *Engaging Workplace Partners Workplan*, and identify tactics and strategies that address those priorities.

The *Engaging Workplace Partners Self-Assessment* is designed to help ground your organization or team in its vision for the system it is trying to build to support successful employer engagement, and prioritize activities for inclusion in your workplan.

Instructions:

- Have each team member individually complete the progress section of the self-assessment. For each indicator or statement, each team member should rate the team/organizations progress with creating systems and organizational practices that successfully engage workplace partners and employers using the following scale:

Progress: ○ = Not on the radar ◐ = Just getting started ◑ = Growing and expanding ● = Fully developed

- Post all team member responses on a large, wall-sized version of the self assessment and discuss the group's responses, especially where there are wide differences of opinion on stage of development.
- Next, have each team member complete the priority section of the self-assessment in the context of a discreet time frame (e.g. the next 12 months). It is helpful to limit the number of high priority activities and to force the identification of lows in each section.
- Again post all team member responses on the wall chart and discuss. Identify priority actions for inclusion in the workplan.

Self Assessment: Engaging Workplace Partners



Workplace Partners Viewed as Primary Customers <i>Effective organizations define and prioritize employers and other potential workplace partners (including labor organizations, government, the public sector and community groups) as their primary customers. Resources, staffing, and organizational decisions reflect that priority. (Youth are the beneficiaries of effective workplace partner engagement.)</i>		
Effectiveness Indicators	Progress	Priority
<ul style="list-style-type: none"> Engaging workplace partners is a clear and stated priority in the organization. 		
<ul style="list-style-type: none"> The local labor market is researched on a regular basis, and target markets for engagement are set. 		
<ul style="list-style-type: none"> All staff are aware of and utilize local labor market trends and forecasts to guide their work. 		
<ul style="list-style-type: none"> The benefits to employers and other workplace partners are defined and are reflected in outreach materials and strategies. 		
<ul style="list-style-type: none"> Materials specifically targeted to employers and other workplace partners have been created and are readily available to all staff. 		
<ul style="list-style-type: none"> A sequenced range of participation options has been defined for workplace partner involvement. 		
<ul style="list-style-type: none"> All employer and workplace partner commitments are equally valued by staff and the organization. 		
<ul style="list-style-type: none"> Systems are in place to promote long term partnerships with workplace partners and employers. 		

KEY ○ = Not on the radar ◐ = Just getting started ◑ = Active work underway ● = Fully developed – a core part of the work

Priority: ▬ = Low priority (force at least 2 lows) ▮ = Medium priority ■ = High priority (limit 1 high priority per category)



Self Assessment: Engaging Workplace Partners

Sales & Customer Service Oriented <i>Effective organizations have a culture that reflects a sales and customer service orientation. High quality public relations and partner development are evident in organizational practice. All staff and organizational services serve as evidence of this culture.</i>		
Effectiveness Indicators	Progress	Priority
<ul style="list-style-type: none"> A full range of services are offered, targeted to meet employer and partner identified needs. 	○ ◎ ● ●	┌ ┌ ┐
<ul style="list-style-type: none"> The organization's offices are professional and reflect a business-oriented environment. 	○ ◎ ● ●	┌ ┌ ┐
<ul style="list-style-type: none"> All staff understand their role in delivering high quality customer service to all prospective customers. 	○ ◎ ● ●	┌ ┌ ┐
<ul style="list-style-type: none"> Staff are comfortable with and skilled in their role as salespersons and public relations specialists. 	○ ◎ ● ●	┌ ┌ ┐
<ul style="list-style-type: none"> All work reflects a customer service and sales culture. 	○ ◎ ● ●	┌ ┌ ┐
<ul style="list-style-type: none"> Staff seek to solve problems and provide resources and linkages for customers when their needs cannot be directly met by the organization itself. 	○ ◎ ● ●	┌ ┌ ┐
<ul style="list-style-type: none"> Ongoing support is provided for workplace partners and worksite supervisors. 	○ ◎ ● ●	┌ ┌ ┐

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Priority: ┌ = Low priority (force at least 2 lows) ┌ = Medium priority ┐ = High priority (limit 1 high priority per category)

Self Assessment: Engaging Workplace Partners



Resources Targeted to the Engagement Effort <i>Effective organizations develop and target resources, both human and capital, to support their engagement efforts. Budgets and staff support a range of marketing, service, support, and evaluation activities.</i>		
Effectiveness Indicators	Progress	Priority
<ul style="list-style-type: none"> Staff are identified and dedicated to the engagement effort. 		
<ul style="list-style-type: none"> Appropriate staff time is allocated to activities. 		
<ul style="list-style-type: none"> Staff are skilled in marketing, sales, public relations and customer service, have experience in a range of workplaces and are conversant in local economic development and business practices. 		
<ul style="list-style-type: none"> The organization's budget clearly supports marketing, services, public relations, partner support, and evaluation. 		
<ul style="list-style-type: none"> New programs and activities have programmatic elements and budget that support the engagement effort. 		
<ul style="list-style-type: none"> A formal advisory group of business and workplace partner leadership guides the engagement effort. 		
<ul style="list-style-type: none"> The organization provides staff development and training related to workplace partner engagement on a regular basis. 		

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Self Assessment: Engaging Workplace Partners



Utilize Quality Practices <i>Effective organizations apply continuous improvement¹ practices to gauge the effectiveness of their efforts and guide their work. They are focused on quality and use a variety of measures to evaluate and improve their practice.</i>		
Effectiveness Indicators	Progress	Priority
<ul style="list-style-type: none"> The organization has set clear and quantifiable goals for employer and workplace partner engagement. 		
<ul style="list-style-type: none"> Staff performance is measured against quantifiable goals. 		
<ul style="list-style-type: none"> The organization measures success against a clear set of goals and objectives. 		
<ul style="list-style-type: none"> The organization uses data and evaluation results to adjust program strategies. 		
<ul style="list-style-type: none"> The organization holds regular program/activity reviews with their workplace partners. 		
<ul style="list-style-type: none"> Customer satisfaction surveys and focus groups are conducted regularly. 		
<ul style="list-style-type: none"> Internal assessments of organizational capacity, resource alignment, and staff experience and skills are conducted. 		
<ul style="list-style-type: none"> Results are communicated and celebrated with organizational staff, partners, leadership, and the community. 		

¹ Continuous improvement is an ongoing effort to improve products, services or processes. These efforts can seek “incremental” improvement over time or “breakthrough” improvement all at once.

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Self Assessment: Engaging Workplace Partners

Employ a Systems Approach² <i>Effective organizations demonstrate a systems approach through their work, applying clear and detailed plans and utilizing appropriate technologies. They work closely with others seeking to connect with and engage a range of community and workplace partners and are formally connected to a larger, broader system.</i>		
Effectiveness Indicators	Progress	Priority
<ul style="list-style-type: none"> A clear and detailed marketing plan guides the engagement effort and is consistent with the organization's strategic plan. 	○ ◎ ● ●	▬ ▬ ▬
<ul style="list-style-type: none"> The marketing plan reflects market research, industry, and local labor market trends, and the appropriate sequencing of a full range of continuous marketing and awareness efforts. 	○ ◎ ● ●	▬ ▬ ▬
<ul style="list-style-type: none"> The marketing plan identifies targeted partners, includes specific strategies, key activities, measurable goals, and a calendar of activity. 	○ ◎ ● ●	▬ ▬ ▬
<ul style="list-style-type: none"> The organization and engagement staff use a common contact management system. 	○ ◎ ● ●	▬ ▬ ▬
<ul style="list-style-type: none"> Effective communication tools and methodologies are in place. 	○ ◎ ● ●	▬ ▬ ▬
<ul style="list-style-type: none"> The organization and engagement team work closely with others seeking to engage employers and other workplace partners, and have developed and applied strategies to share and leverage efforts in the community. 	○ ◎ ● ●	▬ ▬ ▬
<ul style="list-style-type: none"> Work is aligned with local economic development organizations, industry associations, and labor organizations. 	○ ◎ ● ●	▬ ▬ ▬
<ul style="list-style-type: none"> The organization and engagement staff are formally connected to a broader system. 	○ ◎ ● ●	▬ ▬ ▬

² In applying a systems approach, organizations focus on the whole of their work and inter-relationships with related efforts, rather than the incremental components of their engagement effort.

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