



# Workforce Issuance

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☐ Policy ☒ Information

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**To:** Chief Elected Officials  
Workforce Board Chairs  
Workforce Board Directors  
Title I Administrators  
Career Center Directors  
Title I Fiscal Officers  
DCS Operations Managers

**cc:** WIOA State Partners

**From:** Alice Sweeney, Director  
Department of Career Services

**Date:** September 25, 2018

**Subject:** **Apprenticeship Business Engagement Tools – WorkforceGPS Webinar**

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**Purpose:** To notify Local Workforce Boards, Career Centers and other local workforce partners of the release of apprenticeship business engagement tools through WorkforceGPS. A [webinar](#) is being offered to provide an overview of the new resources on Thursday, October 4<sup>th</sup> from 2:00 – 3:00.

**Background:** During the webinar, participants will receive an overview of the [new resources](#), learn specific skills, and explore how those skills can help address common business engagement challenges. A subsequent web chat on October 9<sup>th</sup> will allow discussion on specific challenges with peers and experts and brainstorm solutions. Information on accessing the web chat will be provided to webinar registrants separately.

The webinar will cover the following topics:

- Key mindsets for successful business engagement
- How to identify businesses with pain points that apprenticeship can address
- How to translate “apprenticeship-speak” into familiar business language
- Strategies to help get from conversation to commitment

- Common challenges do business services staff encounter and how these new tools can help overcome them.

Employers would agree that most jobs cannot be done effectively or efficiently without the right tools. In the field of business engagement, workforce development, education, and apprenticeship professionals also require the right tools as they reach out to employers to develop solutions to their human resource challenges. The resource page has tools to help develop and improve the ability to work with employers to expand the use of apprenticeship.

The three tools below will assist in speaking the language of business, refining business engagement techniques to get better results, and creating and maintaining a successful collaboration with employers.

### [Strategies in Action](#)

- Shares practical and real-world examples of the ways business engagement professionals work through challenges to successfully promote apprenticeship as a solutions-based business engagement strategy.

### [Talking to Businesses](#)

- Provides quick tips on how to talk the language of the employer while helping to connect their hiring and promotion practices to apprenticeship.

### [Business Engagement Quick Guide](#)

- Introduces the 3 key phases of successfully doing business engagement – researching business targets and preparing to engage, building relationships, and getting employers to commit to apprenticeship.

An account is required before registering for a WorkforceGPS event. Click [here](#) to create a free account.

#### **Action**

**Requested:** Please share with managers, staff and partners as appropriate.

**Effective:** Immediately.