

Let's Build an Employer Partnership



LITERACY TEXAS
ANNUAL★CONFERENCE
"LITERACY *for* ALL"
AUGUST 1 & 2, 2022
HILTON COLLEGE STATION & CONFERENCE CENTER



- **Examining the engagement strategy between the literacy providers and employer stakeholders.**

Jackie Aguilera, MLA



Adult Ed Evangelist
Literacy Consultant
MOAL Project Manager



WIIFM (What's In It For Me?)



Explore employer-driven literacy services model

Examine basic employer engagement strategy models

Develop a strategy for building employer relations



The Ask

Who are they?

What do they need?

How can your services help?

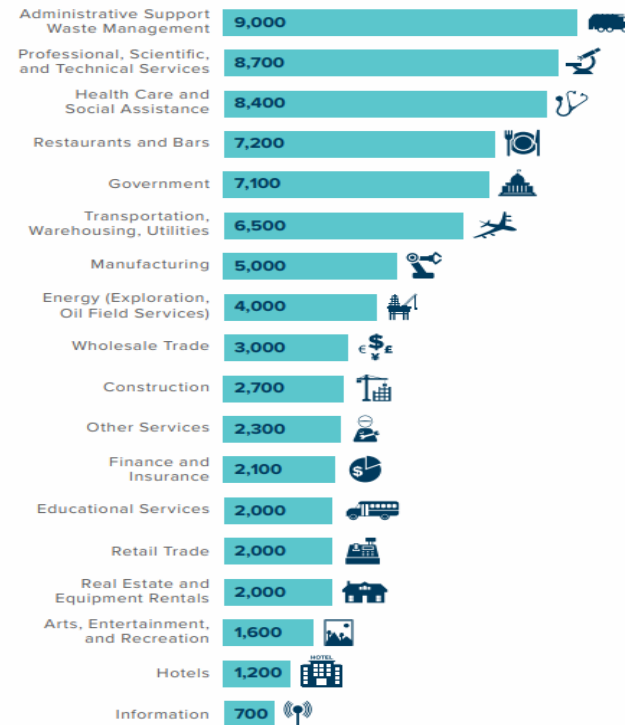
The Ask

Who are they?



The Partnership's forecast calls for Metro Houston to create 75,500 jobs in '22.¹ Growth will occur in every sector of the economy, including several that struggled to create jobs in recent years.

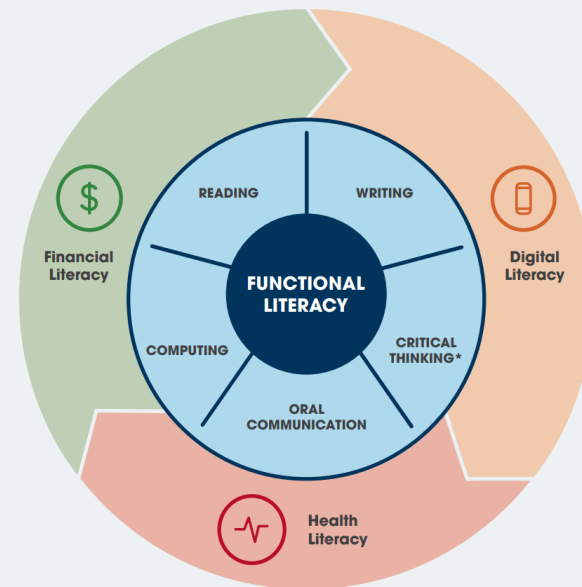
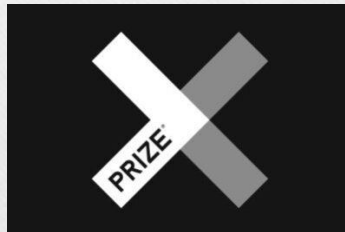
METRO HOUSTON FORECAST, PROJECTED JOB GAINS/LOSSES December '21 - December '22



Rise of Tech in All Sectors

The Age of Digital Literacy

Foundational Skills* Digital Literacy Health Literacy Financial Literacy



* Refers to the ability to make decisions, synthesize information, and solve problems.

Contextualized & Customized



Employer-driven / Employee-focused



Tyson Foods Launches Free Education Program for all U.S. Team Members | Tyson Foods





Locate Your Employers

- **Workforce Solutions**
 - **O-Net Online**
 - **Networks**
 - **Daily Business**

Identify Career Pathways

HR Directors
Department Managers
Supervisors
Team Leads



Source: <http://careers.heb.com>



lture

What do they need???

- 1. Employee Performance**
- 2. Customer Relations**
- 3. Company Values**



<https://careers.heb.com/our-culture/>

“Contextualized” Instructors (First Impressions)

- ❖ Industry Standards
- ❖ Industry Knowledge
- ❖ Industry Marketing
- ❖ Industry Image



CUSTOMIZED NOT CANNED

- Allows the employer an opportunity to participate in the training process.
- Includes what the team wants as well.
- Management goals and service support staff goals can be unique

Discussion Prompt:

Amazon Fulfillment Center has just moved into your city.

1. How does your organization meet employer-driven needs?
2. What gaps can your organization help them fill?
3. What are the outcomes both the staff team and management will obtain from your customized services?



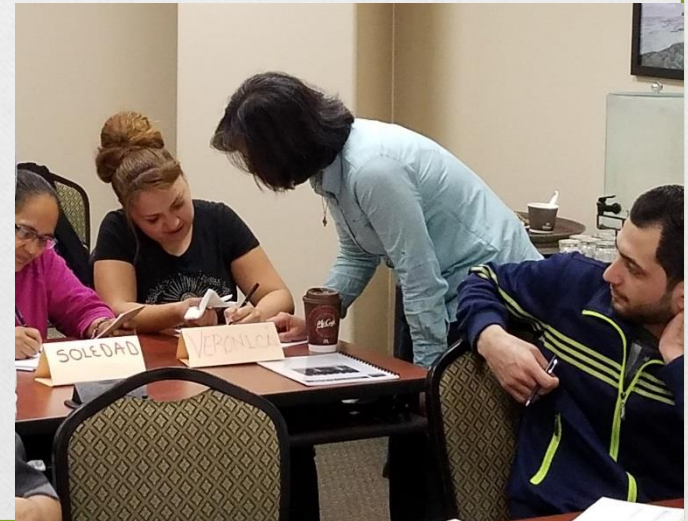
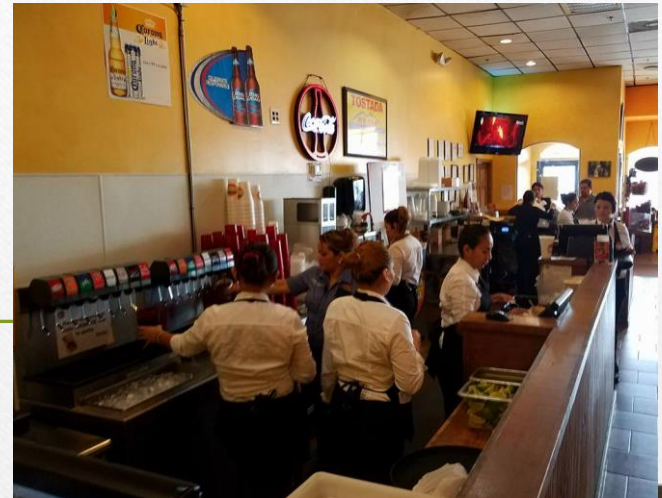
ROI: Long Term Impact on Employees

- ✓ **Confidence**
- ✓ **Engagement**
- ✓ **Company loyalty**
- ✓ **Opportunities**
- ✓ **Family engagement**



What's In It For Your Organization?

- ✓ **Expanded Service Base**
- ✓ **Transition Opportunities**
- ✓ **Organization Support**
 - ✓ **New Donors**
- ✓ **Builds Trust and Service**
 - ✓ **History within an Industry**



Building A Basic Employer Engagement Strategy

1. **Assess your service area**
2. **Reflect on your networks and contacts**
3. **Make the Call: Y or N**
4. **Set the F2F Meeting**
5. **Interview**
6. **Set The Dates (4 weeks out)**
7. **Customize Together**



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