

1	Executive Summary	3
1.1	Report Context	3
1.2	Statement of Need	5
1.3	Regional Career and Employer Engagement Model	5
1.4	Research Highlights	6
1.5	Career and Employer Engagement Tools Recommendation.....	7
2	Research into Career and Employer Engagement Tools.....	8
2.1	Research Activities.....	8
2.1.1	Tool Selection Research (June – December 2017)	8
2.1.2	Jobspeaker Pilot (January 2018 – October 2019).....	10
2.1.3	CRM Research (February – August 2019).....	13
2.1.4	Revisit of Career Engagement Tools (September – November 2019).....	13
2.2	Research Findings	14
2.2.1	Jobspeaker Pilot Findings	14
2.2.2	CRM Findings.....	34
2.2.3	Career Engagement Tools Revisit of Prior Findings	35
2.3	Products of the Work	39
2.3.1	Guiding Principles for Implementation	39
2.3.2	Process Maps	40
3	Implementation Recommendations	42
3.1	What We Know About Successful Implementation	42
3.2	The Implementation Landscape	43
3.3	Overarching Implementation Recommendations.....	44
3.3.1	Identify Implementation Teams and Coordinators	44
3.3.2	Develop and Execute a Regional Communication Plan	45
3.3.3	Roll Out in Phases.....	45
3.3.4	Establish a Governance Process	46
3.4	Near-Term Implementation (0-6 months).....	46
3.5	Next phase (7+ months)	58