

Career and Employer Engagement Guiding Principles for Implementation

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Overview

- This document specifies regional guiding principles of the career and employer engagement model while recognizing college variations in practices, adoption timelines, and capacity.
- High-level process maps exist to guide colleges their implementation activities.
- The assumption is that all colleges agree with and will adopt all guiding principles and use the high-level process maps to refine existing processes at respective colleges.

Overarching Principles

1. Defined processes (see related maps and descriptions) will apply across the region and colleges will have flexibility at the campus level to implement based on their respective contexts.
2. The goals of the employer and career engagement model are to minimize the burden on employers (e.g., duplicative contacts and confusing communication), while also minimizing internal bureaucracy (e.g., rigid rules) and increasing the number of connections/relationships with employers and increasing job and work-based learning (WBL) opportunities for students.
3. There will be systematic feedback and communication processes in place between Regional Directors and college faculty/staff to ensure that all follow-ups with employers have been completed and placement data are up to date.
4. While colleges will discuss internal practices on their campuses, the CoP will be the venue for problem-solving and collaboration across colleges.

Regional-Level Principles

5. Regional Directors will vet employers and enter employers and opportunities into the career engagement toolⁱ per agreed-upon protocolsⁱⁱ and processes.
6. New relationships with employers will be tracked in the regional CRMⁱⁱⁱ until they have been vetted and the employer is ready to work with colleges, at which time the employer information will be moved into the regional career engagement tool.
7. Unless otherwise designated (per protocol), employer information is posted to all colleges after vetting (even before opportunities are developed).
8. Unless otherwise designated (per protocol), opportunities posted are available to all colleges.

College-Level Principles

9. Work-based Learning Coordinators (WBLC), Job Placement Case Managers (JPCM), career center staff, and other job developers will vet employers and enter employers and opportunities into the Career Engagement Tool per agreed-upon protocols.
10. To build continuity at each college after investment period ends and to ensure successful ongoing implementation, each college will define and document internal WBL and job placement processes that include technology and communication connections to other relevant/related processes on their campus and the region.
11. Colleges will actively participate in the CoP to share challenges in a supportive environment and to support consistent communication, collaborative decision-making, and process improvement.
12. To address employers' desire to have easy and consistent communication with colleges, each college will designate a point of contact as a referral for employers.
13. Each college will designate a point of contact(s) for Regional Directors to streamline and facilitate communication.
14. WBLCs and JPCMs at each campus will communicate actively and coordinate their employer contacts and responses, bringing in other individuals on campus who might include career center staff, instructional faculty and others as appropriate.
15. All WBLCs, JPCMs, and career center staff will have access to the Career Engagement Tool. Beyond these roles, individual colleges will decide who else from their college has access to the Career Engagement Tool.

ⁱ Career Engagement Tool refers to the regional database of employers and opportunities that all colleges will have access to.

ⁱⁱ Protocols will be developed to ensure consistent communication and process flows.

ⁱⁱⁱ CRM refers to a tool that will be used by a limited number of people (e.g., Regional Directors) to manage relationship development with employers. Once a relationship is solidified (base on established criteria) the employer information will be included in the Career Engagement Tool.