



Engaging Employers

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Engaging Employers

The Chemung Schuyler Steuben Workforce Investment Area (CSS WFNY) has a long history of business services including OJT programming.

- Strategic focus for the Board
- Began to develop a more comprehensive service system in PY06



Engaging Employers

A fairly straightforward process

1. Find them.
 - Reachable moment(s)
2. Establish the relationship.
 - Listen
 - Share
 - Flex
3. Deliver.
4. Repeat.



Finding Them

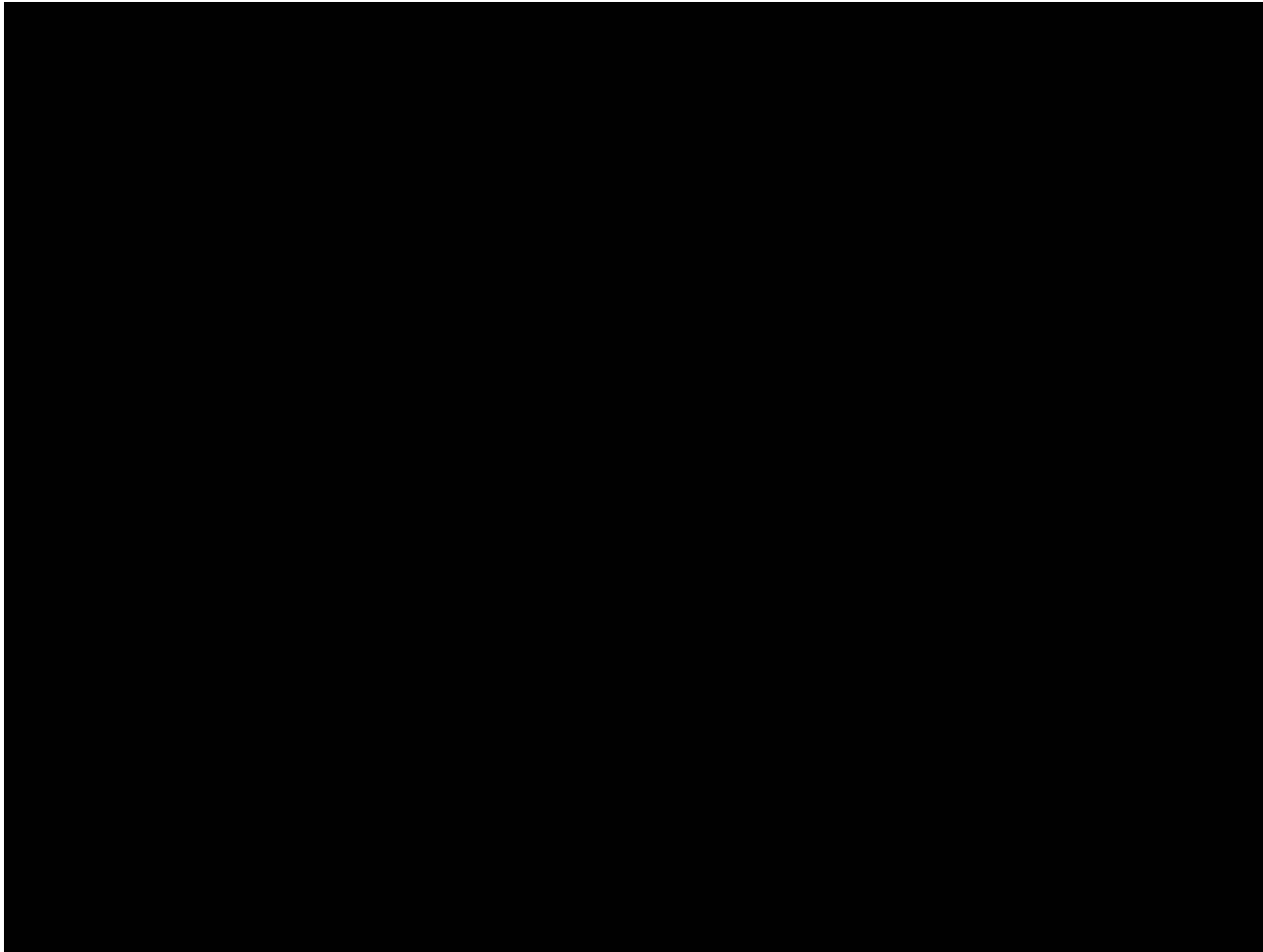
Varied array of outreach methods & approaches

- **Television**
- **Print materials**
- **Website**
- **Individuals looking for work**
- **Partner Linkages**

Reachable Moments...



Television Outreach





Opening Dialogue

- The real value is the **relationship**
- Sell the “**Services**” NOT the “Program”
- “If you know that you are hiring, then let us help you, and if appropriate, provide access to OJT funding to help support some of the training expenses your business incurs when bringing a new hire on board. We will help make the process as simple as possible, and maximize the funds your business is eligible for.”*



Strategic Talent Management Services

Recruitment

Pre-Hire Training

On-the-Job Training

Customized Training (incumbent workers)

Connecting w/Trainers

Tax Credits

Research & Statistic Information

Project Management

Refining Job Descriptions

HR Information & Assistance

Individualized Assistance to obtain consultants or internal resolution for issues such as:

- Profitability
- Customer Sales & Service
- Retention
- Efficiency & Speed to Market
- Quality of Product
- Delivery Systems
- Growth or Downsizings



Once is Not Enough

- It may take multiple times of hearing the information, in multiple formats, from multiple voices...
- Reachable moments.



Establishing the Relationship

The relationship is the real, long term value for both the employer and the workforce system.

1.Listen first.

2.Share options, opportunities.

3.Flexibility is crucial.



Listen First

Go to the Business

- Most successful approach
- Staff development opportunity
- Better training plans
- Understanding issues

Listen

- Crucial for trust building
- Show an interest in what they do, learn their business/industry
- Immediate, short term, long term needs

Consider the R.O.I. for the Business

- If a business expends time/resources, there is an anticipation of a return on that investment



Share Options & Opportunities

Share array of opportunities

Introduce them to the System & System Partners

- Comprehensive R.O.I. for their Employee's Time Spent Learning Our System**

Assist with non-funded solutions to small issues

Learn how to adapt what programs you have to meet their needs

Encourage on-going communication



Clarifying OJT Parameters

This is a TRAINING program.

- Not a tax credit, entitlement, wage subsidy, hiring incentive...

Training Plans will be developed/adhered to

- Customized for each individual

Employer will be responsible for providing the training

- Mentorship (may be multiple)

It is federal funds and there are strings.

- We will make it as seamless to you as possible.



Flexibility

CSS WFNY OJT program is actually a collection of customized OJT Programs

- Build a minimalistic framework**
- Finish around the capabilities of each company**
- Incorporate technology whenever possible**



Deliver

Do what you say you will do...

Keep it simple.

- Avoid bureaucracy**
- Do the ugly work behind the scenes**
- Learn their language**

Learn how to adapt your programs to meet their needs.

Follow up.



Last Step...

1. Find them.
 - Reachable moment(s)
2. Establish the relationship.
 - Listen
 - Share
 - Flex
3. Deliver.

4. Repeat.



Why Schweizer Aircraft Corporation Engages...

1. Find Them
 - “They are there when we need them.”
 - “Every dollar counts.”
2. Establish the relationship.
 - “They listen & understand as we describe what our needs are.”
 - “They adapt their programs to meet our needs.”
 - “They come to us, we don’t have the time to come to them.”
 - “They work around our employees 3 shifts – no 9-5 here!”
3. Deliver.
 - “They deliver what they say they will.”
 - “They keep it simple.”
4. Repeat.
 - “Trust in Workforce Staff to help when things need to get done.”



Services Accessed

- OJT Training
- “Group OJT”
 - Short term incumbent worker training (Blueprint Reading)
 - Brokered Training (pre-employment)
- OJT Training program has been most beneficial to the business.
 - 50% of new hires since 1/1/08 unskilled.
 - Program supports training of unskilled workforce
- Balanced offerings for new and incumbent workers



Long Term Relationship

WFNY partnership has grown with our business. Opened new Blackhawk completion center in July 2008. As workforce has increased in size, number of employees trained through WFNY programs has also increased.