



IDENTIFY AND ENGAGE WITH WORKFORCE READINESS PARTNERS

Successful workforce readiness programs are built on a clear understanding of what your teens, partners and community needs. There are many types of businesses, organizations and institutions within your community. Consider how to identify and engage with some of them as workforce readiness partners.

Identify organizations that can provide specific services for your program and can also benefit from the relationship with your Club or Youth Center. An ideal partner will have a stake in the workforce community, contribute to the process, and help achieve your program goals. Consider the following suggestions for identifying and engaging with community partners.

CONDUCT A COMMUNITY ASSESSMENT

When building a plan for your programming, start by conducting a community assessment to map out the various opportunities and services local organizations can deliver. Your assessment results may also reveal resource gaps. Armed with such information, plan to approach potential partners, and determine how to fill the identified areas of need.

Consider the following sectors when mapping out potential workforce partners in your community.

- Colleges and universities (two- and four-year institutions)
- Trade and technical schools
- High schools (including those offering career and technical education)
- Military recruiting offices
- Trade/union associations
- Service organizations
- Franchise-based businesses
- Hospital and healthcare systems
- Chambers of commerce/American Job Centers
- Government agencies
- Small businesses
- Major corporations
- Tribal councils

CLEARLY DEFINE PARTNERSHIP EXPECTATIONS

In order to manage your partners' expectations, clearly define useful roles for each of them. Articulate the services you expect partners to provide. Discuss the manner in which services should be delivered, how frequent interactions should be, how often the relationship will be assessed, etc. Putting this in writing will help crystalize the roles and responsibilities for each organization, including your Club's. While your partners will have different levels of commitment, they can each help your Club or Youth Center to achieve workforce readiness program goals.

HIGHLIGHT PARTNER ACTIVITIES

Regularly share the successes of your strategic partnerships and highlight how they have benefitted your program. This will help your partners feel appreciated and acknowledged for their support. In addition, it may attract future partners.

There are many ways to communicate your partnerships' successes. Consider a few ways below.

- Partner recognition elements on your Club or Youth Center's website
- Blog posts about program success stories and special events
- Videos highlighting success stories and special events
- Social media posts (on both your Club's and your partner's channels)
- Newsletter articles – printed and/or electronic
- Bulletin boards at the Club and in various community locations, where applicable