

GreenWays



JOBS FOR THE FUTURE

EMPLOYER ENGAGEMENT TOOLKIT | TOOL 1.2

# DEVELOP YOUR PARTNER DATABASE

## TOOL 1.2

This tool brings together the details of your employer partnership into a single table that can help you analyze trends and search for gaps in your industry relationships. It also tracks the value of your program to your employer partners as a way of keeping this employer focus at the forefront of your engagement efforts. If you put this table into Excel or a similar program, you can sort the database by employer industry, technology focus, or type of partnership activity. The accompanying tip sheet provides ideas about how each of the table's columns can inform your involvement activities in different ways. You will leverage the data that you compile on your existing employer partnerships through this tool when you use Tool 2.1 to complete an overall assessment of the key employers in your industry.

### WHO SHOULD USE THIS TOOL

Program managers, directors, grant managers, outreach coordinators and job developers

## BLANK PARTNER DATABASE

COMPANY INFORMATION				PARTNERSHIP SUMMARY				CONTACT INFO
Company	Industry	NAICS Code	Technology Focus	Type of partnership activity (e.g., curriculum)	Value of Program to Employer	Avg. hours spent/month	Effective Methods of Obtained Feedback	Name, email, and phone

## SAMPLE PARTNER DATABASE

COMPANY INFORMATION				PARTNERSHIP SUMMARY				CONTACT INFO
Company	Industry	NAICS Code	Technology Focus	Type of partnership activity (e.g., curriculum)	Value of Program to Employer	Avg. hours spent/month	Effective Methods of Obtained feedback	Name, email, and phone
ABC Electric	Construction	2311	Solar PV	Leadership/ advisory board, curriculum	link to local leaders	15		John Doe jdoe@abc.com 555-3421
XYZ Products, Inc.	Manufacturing	3344	Lighting	offers internships	talent pool	8		Jane Doe jadoe@abc.net 777-1243

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## TIPS FOR USING YOUR PARTNER DATABASE

### COMPANY INFORMATION

- > Industry and technology focus are critical to help you target appropriate employers and your value to them. For example, a solar panel manufacturer likely has more in common—especially around workforce development—with a business that manufactures television sets rather than with a solar installation firm.
- > The North American Industry Classification System code provides a quick way to standardize this industry information, and the NAICS code for a company can often be found at [MANTA.com](https://manta.com), at [www.census.gov/naics](https://www.census.gov/naics), or by typing a web search for the company name and NAICS.

### PARTNERSHIP SUMMARY

- > Trends in the hours committed by employers can help you set a realistic plan for how much to call upon your partners. In addition, it can be a quick guide for identifying particularly strong partners who might engage in a leadership role.
- > Quickly scanning the types of partnership activities allows you to identify if there are any deficiencies in the activities of the partners, such as curriculum development assistance or internship programs.
- > Partnership activities, coupled with the summary of what additional value employers are seeking, can help you determine what areas would benefit most with new partners and where to focus your outreach and engagement efforts.
- > Compare what employers identify as most valuable to your program activities in order to make sure that your program is effectively meeting the needs of your partners. This can be the basis of a mutually beneficial relationship, rather than one where the program is simply asking employers for help.
- > Effective methods for obtaining feedback from employers may vary by partner. For example, some partners may prefer individual conversations, while others prefer to provide written feedback.