

GreenWays



JOBS FOR THE FUTURE

EMPLOYER ENGAGEMENT TOOLKIT | TOOL 1.6

MAPPING YOUR ASSETS

TOOL 1.6

Preparing for effective employer engagement requires knowledge of all of your assets, including those that may not seem obvious. Use this table to map your assets in four major categories: knowledge, facilities, relationships, and partners. As you complete the tool, ask yourself: “What can we do, or whom do we know, that could help current and potential employer partners?”

WHO SHOULD USE THIS TOOL

Program managers, employer engagement staff

KEY ASSETS

When used as part of an employer engagement strategy, asset mapping requires you to think about everything in your program that might have value to external partners. Start with your expertise as a training provider. You can help employers through training workers for their job openings or retaining and upgrading their current workers. A strong way to demonstrate this asset is through data that describes your prior experiences or return on investment (ROI) analyses.

Think not only about what your organization controls directly, but also what you can bring to the table through your existing partnerships. Your assets can be most simply categorized into four groups:

- > **Knowledge:** What business and industry expertise do we have that could help targeted employers?
- > **Facilities:** Do we have a function space or access to a space that would be useful for events and forums? Do we have training facilities or equipment of value?
- > **Relationships:** Is our leadership connected to public officials or other people of interest to local employers?
- > **Partners:** Do we have existing relationships with organizations that are recognizable and trusted by target employers?

Use this table to organize your existing and potential assets in an asset map that includes key concepts and relevant staff or partners. As you think about your organization, be creative and look beyond your current activities and core programs. For example, as an education and training provider, you may not influence public policy directly. However, your organization is a key community asset and a potential forum for public debate.

BLANK ASSET MAP

CATEGORY	ASSET	CONTACT	DESCRIPTION
Knowledge			
Facilities			
Relationships			
Partners			

SAMPLE ASSET MAP

CATEGORY	ASSET	CONTACT	DESCRIPTION
Knowledge	Data on addressing workforce needs	Lisa Avery	Lisa led an ROI study on training to upgrade worker skills in the industry
	Entrepreneurship	Mary Doe	Mary has started 3 companies and is a guest lecturer on entrepreneurship
	Clean energy	Joe Smith	Joe is a leading expert in solar power
Facilities	Multipurpose room	John Smith	Multipurpose auditorium with A/V and seating for 300
	Outdoor event space	Jane Doe	Flat garden green space with seating for 500 or standing for 1,000
Relationships	Secretary of Economic Development	Mary Smith	Mary works directly with the Secretary of Economic Development
	Mayor's Office	Dean Taylor	Dean knows the Mayor personally
Partners	University of California, San Diego	Anne White	Anne works part-time at UCSD and can connect us to the career development department