

QUICK START GUIDE

BUILDING LASTING RELATIONSHIPS WITH EMPLOYERS



Recruit

- Collect parent employment data. Ask parents to engage as professionals,
- Canvas the employers in a 5 mile radius from each building in the district,
- Ask your vendors and suppliers.
- Develop a relationship with your local chamber of commerce or EDC.
- Find existing groups you can extend RWL asks (e.g. PTO, Boosters, etc.).
- Don't count yourself out! Look inside the district and other organizations providing services to your students.
- Don't count your students out! Enable them to create their own opportunities.

Retain

- Manage contacts with a spreadsheet or CRM system
- Create a process to measure effectiveness and gather feedback
- Measure satisfaction of students/employers/teachers.
- Recognize partners
- Encourage referrals and network building through existing partners
- Tell those student success stories EVERYWHERE!



Engage

- Build a relationship and understand their business before you ask. Listen for what you know matches your needs.
- Start small, keep it simple and always have a specific ask to support what you know is needed.
- Articulate engagement options (see RWL engagement menu)
- Identify timing cycles (ie. don't ask an accountant to visit during tax season or turn away someone who only wants to come in during state testing).
- Create opportunities to bring employers together to co-create with teachers and students.

