



MONSTER
GOVERNMENT SOLUTIONS

**MONSTER EMPLOYER
ENGAGEMENT
GUIDEBOOK**



“WE USE MONSTER BECAUSE IT’S THE BRAND MOST RECOGNIZED BY EMPLOYERS.”

— DALE PEINECKE, COMMISSIONER,
WASHINGTON EMPLOYMENT SECURITY DEPARTMENT

POSITION YOURSELF FOR EMPLOYER ENGAGEMENT SUCCESS

Employer engagement is a top priority for Workforce Development Boards (WDBs). WDBs need to comply with the service delivery requirements to connect workers with employers — a mission set forth in Workforce Innovation and Opportunity Act (WIOA).

Monster recently conducted a nationwide survey of employers, to help uncover what employers understand about WDBs, the services they look for, and the information they need most.

From the opinions of 894 employers, and our experience of connecting employers with job seekers for more than 20 years, we developed the Monster Employer Engagement Guidebook.

THE GUIDEBOOK COVERS THREE MAIN AREAS TO HELP YOU:

1. [Generate Awareness](#)
2. [Develop the Right Mix of Services Aligned With Employer Needs](#)
3. [Use the Right Channels to Communicate With Employers](#)

This guidebook provides actionable advice to get your WDB moving down the right path to successful employer engagement.

GENERATE AWARENESS

Awareness is the biggest challenge facing WDBs. Our nationwide [employer engagement survey](#) shows that more than three-fourths of employers are either entirely unaware of their local WDB (53%) or know that they exist but are not sure of what they do (24%).

Leveraging branding concepts, tapping into communications technology, and improving outreach and engagement methods will increase awareness of programs and services and help WDBs meet WIOA requirements.

1. DEVELOP AND COMMUNICATE A CLEAR, UNIQUE VALUE PROPOSITION FOR YOUR WDB

A WDB can generate awareness by identifying what they have to offer employers in their regions that is unique, purposeful, and backed by programs that show measurable value.

Each region, industry, and employer has unique needs. In southern states for example, it may be tourism or agriculture. In the Rust Belt, it might be building opportunities for displaced blue-collar workers. There is no one-size-fits-all method of employer engagement, but by aligning your message with employer needs, you can demonstrate to local employers your understanding of current regional gaps.

2. LEVERAGE CASE MANAGEMENT TOOLS

WDBs need to keep track of local employer needs, and investing in innovative tools can help employers remain aware of those needs.

WDBs can use a [case management system](#) (CMS) to organize and track employer relationships with job seekers. With the proper CMS, WDBs can keep an easy-to-maintain record of each employer providing deep insights to foster future communications.

3. LOCATE “SECRET EMPLOYERS”

Not all employers in a given region are always visible to WDBs. Even larger companies do not generate a lot of publicity outside of their own industries. Finding the emerging, consistently hiring employers is not always an easy task. However, tools such as [Monster Real-Time Labor Intelligence](#) can aggregate and deliver data, analysis and reports to identify industries and employers that may not be top-of-mind in a particular region. This information can help you develop grassroots outreach programs so WDBs can engage with these newly discovered employers.

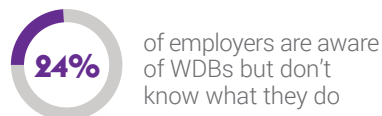
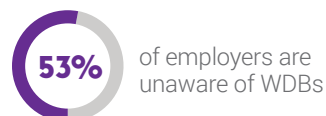
“There are a lot of ‘secret employers’ along the Connecticut River that we did not know about until we ran a Monster report. We’ve gone out to engage and recruit employers by making visits to these manufacturers — and it has worked out really well for us.”

— Chris Reardon, Vice President of Strategic Development and Business Services, Workforce Alliance, Connecticut

BOTTOM LINE: GET CONNECTED. STAY CONNECTED

Once employers are aware of your WDB, the door is open to helping connect job seekers with employers. By constantly keeping your value proposition front and center, mapping out an area’s employer landscape, and using CMS tools regularly, you can start closing the awareness gap and raising the positive impact you have within a particular region.

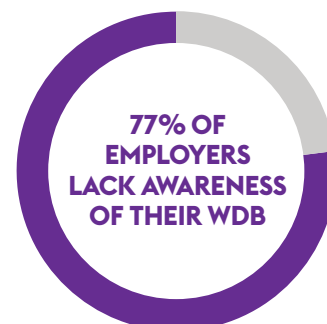
OVERALL AWARENESS



EMPLOYERS THAT WORK WITH WDBs ARE ACTIVE



OPPORTUNITY TO RAISE AWARENESS



DEVELOP THE RIGHT MIX OF SERVICES

Employers have different needs and challenges. Providing the right mix of services to address them is essential to creating an effective and ongoing relationship between WDBs and employers.

Sixty percent of employers surveyed said that finding and hiring the right talent is their single greatest need. Next, employers ranked training their workforce (20%) and retaining their workforce (18%) as their greatest needs.

You can help employers meet and overcome their greatest needs and challenges by providing services that map to these needs and communicate to the employers within your region the programs available that could assist them.

1. TALK TO EMPLOYERS

Employer needs will vary based on size of the organization, industry, how often they plan to hire, whether they need ongoing training opportunities, along with many other factors. One way to do this is hold open houses or formal focus groups with employers in your



FOCUS GROUPS ARE A GREAT WAY TO START ENGAGING WITH EMPLOYERS. START WITH PEOPLE WHO YOU KNOW, BUT ALSO CONNECT WITH YOUR CHAMBERS AND MAYORS TO IDENTIFY PEOPLE TO WORK WITH AS WELL.”

– **Chris Reardon**, Vice President of Strategic Development and Business Services, Workforce Alliance, Connecticut

region to get a solid understanding of the programs they need most.

2. PROVIDE THE SERVICES THAT EMPLOYERS NEED

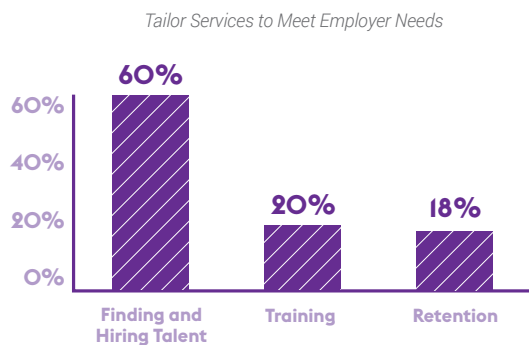
Taking what you have learned from your meetings with employers, outline how your services measure up. In our research, many employers want a great local source to showcase their open positions to qualified candidates who live in the area. They also want access to tools and services to proactively match candidates with open positions.

And remember to provide flexible services. Employer needs will inevitably change over time. When employers can rely on their local WDB as a go-to resource for their needs, it cultivates a robust, ongoing relationship.

BOTTOM LINE: BE AGILE

Employers want innovative WDBs. Each company and industry has different needs, and no single service can address all of them. Position your WDB as communicative and responsive and offer a wide variety of services to ensure all employer needs are met.

SERVICES EMPLOYERS NEED



SERVICES EMPLOYERS WANT



USE THE RIGHT CHANNELS TO COMMUNICATE

A weak digital presence can hamper success, but a strong digital presence can serve as the foundation of a highly effective, modern WDB communication channel.

It is a critical tool for sharing details about the services WDBs provide and creates ongoing awareness of their value proposition.

I. DEVELOP A STRONG ONLINE PRESENCE

Employers and job seekers are becoming increasingly reliant on the internet to meet their business needs. Therefore, it is critical for WDBs to engage with employers where they already live online. In fact, almost half (47%) of employers currently engage with their WDB via their website.

In order to properly communicate services, a WDB must use technology and have a strong online presence. A WDB website is its most important channel and platform for helping improve awareness of available services.

[A Monster Labor Exchange and Case Management](#) solution helps WDBs integrate existing online, self-service tools with one-to-one services, which allow state governments and WDBs to better engage employers and citizens and better serve clients.

2. PUBLISH CONTENT VIA NEWSLETTERS

Newsletters are the top way employers want to learn about new WDB programs and services. As a result, WDBs should consider creating and distributing a newsletter with a short, concise approach. The simple act of telling local employers about programs, resources, services, and upcoming job fairs and events raises the likelihood of sustained engagement

— and you can highlight that newsletter on your website. Do not forget to cross-promote your communication outlets.

3. USE WEBINARS AS YOUR MICROPHONE

Employers also want to learn about new services via webinars. Schedule regular online sessions with your regional employers to promote your offerings. This is your opportunity to create innovative, custom content. Thought-leadership webinars are a great way to provide quick tips and share industry stats. This will elevate your WDB's standing as a trusted partner to local employers. They will see you as the go-to resource for all their hiring questions and recruitment needs.

"We've just started videotaping our [webinar] events and hosting them on our website, MySkillSource.org."

— David Hunn, President and CEO,
The SkillSource Group, Virginia

4. LEVERAGE SOCIAL MEDIA CHANNELS TO SPREAD THE WORD

Establishing a presence on social media channels most used by employers – LinkedIn, Facebook, and Twitter – is a great method to push out content to your employer base. WDBs can also get creative with streaming social opportunities, like Facebook Live, YouTube, and Periscope, which could all be used to relay live events to virtual audiences or to simply repurpose content.

BOTTOM LINE: BE ACCESSIBLE

As internet-based tools continue to grow and serve as the primary channel for WDBs to connect with employers, it's important that your WDB creates as many paths to project your message as possible. Forge an ongoing relationship online with local employers by reaching out through every available channel – from newsletters to webinars, from live social engagements to organic content.

METHODS OF COMMUNICATION

47%
of employers engage a WDB through its website

43%
of employers want to connect at in-person events

40%
want to talk to a WDB on the phone

EMPLOYERS PREFER DIGITAL COMMUNICATION

57%
want newsletters/ emails

42%
use online webinars

29%
like to use social media



HOW CAN MONSTER GOVERNMENT SOLUTIONS HELP

With Monster Government Solutions, WDBs can drive employer engagement.



Only a **Monster Labor Exchange and Case Management Solution or Monster Career Center** provides valuable access to Monster's resume database and boasts the Monster brand for increased participation. Maximizing employer engagement increases the likelihood that people who are unemployed, underemployed, or dislocated will be matched successfully with an employer.



Through products like **Monster Real-Time Labor Intelligence**, WDBs can mine vast databases for information on occupations, industries, skills, and employers in their area. Through its custom research reports feature, WDBs can identify new employers and facilitate planning with existing businesses with which they communicate.



Monster Super Search enables WDBs to launch deep searches across millions of resumes in Monster's database to find the right candidates for their employer clients. Monster Super Search combines Monster's resume database with advanced search technology, so WDBs can pinpoint the most relevant candidates with the least amount of effort for their employer client.



Monster Job Ads helps WDBs reach target candidates wherever they are – locally on Monster, other job sites, social media channels, and mobile devices for their employer clients.

WORK WITH MONSTER

Monster has been the go-to resource for connecting employers with job seekers for more than 20 years. We have a proven legacy in finding, engaging, and recruiting top talent. Developing workforces is in Monster's DNA. With a catalogue of products tailored to meet every employer's hiring needs, Monster can help your WDB connect workers with employers.

READ THE FULL SURVEY RESULTS

The statistics we cited in this guide are sourced from Monster's Employer Engagement Survey. Conducted in early 2017, the survey comprised responses from 894 individuals. Results of the survey were originally presented at The Forum 2017 and can be found here: [monstergovernmentsolutions.com/wioa](https://www.monstergovernmentsolutions.com/wioa).

WANT TO LEARN MORE

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