



Workshop Recording | Resources | Slides

Topic	Strategies of Business Engagement for Youth Providers
Presenter	NYS DOL / DEWS Youth & Young Adults Program Development Office
Length of recording	33 minutes
Recording	At dews.webex.com choose "Webex Training" from the triple bar icon. In the upper right corner, go to "View session recordings." Search the workshop topic. Select "View" for the recording. When prompted, enter "Careers" for the password.
Resources	<ul style="list-style-type: none">- Toolkits and other resources- Business Engagement Point of Contact for Youth Providers- Example Business Engagement Levels and Plan
Contact	YouthTeam@labor.ny.gov
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Business Engagement Webinar Resources

One Stop Operating System (OSOS)

- [OSOS Guide- Employer Search and New Business Jacket](#): This guide is intended to help staff understand the basics of how to perform an Employer Search and create a New Business Jacket.

WorkforceGPS Resources

- [Supporting the Education Pipeline: A Business Engagement Toolkit for Community-Based Organization](#): A toolkit that provides lessons on how community leaders can identify potential business partners, set realistic goals, and create partnerships for long-term success to ensure that all youth are ready for college, work and life.
- [Strategic Employer Engagement: Building Dynamic Relationships with Employers in Teen & Young Adult Employment Programs](#): This guidebook for workforce practitioners offers resources to aid teen/young adult-focused professionals in planning and executing successful business engagement activities and related youth employment programming. Tools are arranged in accordance with a five-step process and include instructions for developing an employer engagement campaign.
- [Workforce Connections Key “Soft Skills” That Foster Youth Workforce Success: Toward A Consensus Across Fields](#): This white paper helps bring clarity to the field by recommending a research-based set of key soft skills that increase the chance that youth ages 15–29 will be successful in the workforce. These recommendations emerge from a multi-faceted study that includes an extensive review of research as well as broad stakeholder input.
- [Business Engagement Track Presentations](#)
A direct link to view the presentations and handouts from the 2017 WIOA National Convening track related to business engagement.

Websites Referenced

- [Google](#) or any other search engine to find business websites, press releases and events regarding the business and its employees
- [Wikipedia](#) particularly for the historical information about the businesses
- [Glassdoor](#) for business reviews, salaries and more
- [LinkedIn](#) to network and connect with business employees and learn about their backgrounds
- [Manta](#) for research regarding small businesses
- [One-Stop Operating System \(OSOS\)](#) for prior work done by workforce system partners with a specific business

Business Engagement

- [OSOS Guide- Employer Search and New Business Jacket](#): This guide is intended to help staff understand the basics of how to perform an Employer Search and create a New Business Jacket.
- [Services for Businesses by NYSDOL Fact Sheet](#): This fact sheet provides a variety of resources that are available through the Business Engagement unit at NYSDOL.
- [Business Engagement Point of Contact for Youth Providers](#): Business Engagement unit staff across the State can help you with your workforce needs. Your point of contact can collaborate and assist you with business intelligence, identifying youth friendly businesses, internship and on-the-job training programs, the New York State Job Bank and NY Talent and business recruitment.
- [Jobs Express \(Job Openings in NY State by region\)](#): You can view the region a youth lives in, see which industries are growing and find out what jobs are available in that economic sector.
- [Business Engagement unit webpage](#)

Internships/Jobs Program

- [New York Youth Jobs Program](#) (Formerly Urban Youth Jobs Program): Business tax credit program for hiring youth with barriers to employment.
- [Grads of Life](#): This website features tools that can help businesses develop sources of talent needs and build employment pathways, such as training, mentoring, internships and hiring initiatives.
- [New New York Leaders Program](#): This programs matches youth with internships in NYS government.

Attached

- [Business Services Contact List for Youth Providers](#)
- Example- [Business Engagement Levels and Plan](#)

Business Engagement Unit – Point of Contact for Youth Providers

Business Engagement unit staff across the State can help you with your workforce needs. Your point of contact can collaborate and assist you with business intelligence, identifying youth friendly businesses, internship and on-the-job training programs, The New York State Job Bank and NY Talent and business recruitment.

Region	Name	Email	Phone
Capital	Cathy Bucci	Cathy.Bucci@labor.ny.gov	518-549-0067
Central	Dominick DiFulvio	Dominick.DiFulvio@labor.ny.gov	315-479-3290
Finger Lakes	Regenna Darrah	Regenna.Darrah@labor.ny.gov	585-258-8815
Hudson Valley	Sheila Davis	Sheila.Davis@labor.ny.gov	914-737-3490 x 326
Long Island	Pamela Bedford	Pamela.Bedford@labor.ny.gov	516-934-8521
Mohawk Valley	Maria Abraham	Maria.Abraham@labor.ny.gov	315-793-2271
New York City	Ingrid Gonzalez	Ingrid.Gonzalez@labor.ny.gov	718-613-3657
North Country	Melissa Johnston	Melissa.Johnston@labor.ny.gov	315-393-4600 x 106
Southern Tier	David Croston	David.Croston@labor.ny.gov	607-778-3004
Western	Laverne Hillman-Adams	Laverne.Hillman-Adams@labor.ny.gov	716-851-2692

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Example – Business Engagement Levels and Plan

Engagement levels (1)	Outreach	Relationship Development	Early Engagement	Engaged	Maintenance
Definition of level (2):	Initial contact	Assess business needs and what the program can offer	Business expresses interest in participation	Established relationship	Continual communication
Business Time Commitment (3):	30 mins or less	1-5 hours	1-5 hours	1-5 hours	1 hour per month
Program Staff Activities and Roles (4):	<ul style="list-style-type: none"> ·Share outreach materials ·Phone and on-site discussions ·Social media outreach ·Use of Labor Market Information 	<ul style="list-style-type: none"> ·Site visit ·Share your value addition ·Stress work-ready youth ·Offer workshops/training to business 	<ul style="list-style-type: none"> ·Continue to focus on value added ·Stress the benefits to the business ·Manage expectations 	Allow flexibility to the business to participate in a variety of ways. Ex: <ul style="list-style-type: none"> ·Workshops ·Site interviews ·Field trips ·Job shadowing ·Mentoring 	<ul style="list-style-type: none"> ·On-going site visits ·Youth evaluation and progress ·Formal commitment from business ·Monthly check-in/evaluations
On-Going Activities (5):	On-going communication, Appreciate the business participation formally (via website, forums, roundtables, ceremonies)				
Indicators of success (6):	Business will: <ul style="list-style-type: none"> ·Be made aware of the program 	Business will: <ul style="list-style-type: none"> ·Understand the value add of the program 	Business will: <ul style="list-style-type: none"> ·Explore ways to participate in the program 	Business will: <ul style="list-style-type: none"> ·Commit to some way of participating in the program ·Seek technical assistance from program staff 	Business will: <ul style="list-style-type: none"> ·Participate in youth evaluations ·Focus on strengths of youth ·Explore other options with engaging with the organization
Time bound Outcomes (7):	<ul style="list-style-type: none"> ·Staff will conduct outreach to 5-10 businesses per week ·At the end of the month, staff will have established working relationships with up to 4 businesses 				

(1) Name each level. You may want to add number of levels as appropriate; (2) Briefly define each level; (3) State approximate time commitment per month from business for each level; (4) List activities and roles of program staff regarding interaction with businesses in each level; (5) List the on-going business engagement activities; (6) Note indicators of success for businesses at each level; (7) List the business engagement outcomes expected from program staff on a regularly scheduled basis. [Back to page one of this document.](#)

Business Engagement Sales Approach

Presented by:

NYS DOL Youth Program Development &
Business Engagement Team

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Introduction

Why Building Strong Relationships Matters



Building strong relationships increases our ability to provide quality services.

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Presentation Overview

- Know Your Business Customer
- Know Your Product
- Business Outreach
- Customer Satisfaction
- Conclusion and Q&A

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Know Your Business Customer



Each business is unique and so are their needs. Researching in advance and knowing the needs of business customers ahead of time will increase the likelihood that they use our services.

Research Prior to Outreach



Prior to conducting outreach, research each business's background to gain an understanding of their history, visions, values, and goals.

Identify a Point of Contact



Important to Note: Once a connection is established try to maintain a single point of contact for each business.

Helpful Resources for Research



- Business News Articles
- General Google Searches
- Business's Website
- Job Search Engines
- Wikipedia
- Glassdoor
- LinkedIn
- Manta
- OSOS

The screenshot shows a web application interface with a navigation bar at the top containing tabs for CUSTOMER, PROVIDER, EMPLOYER, STAFF, and HELP. Below the navigation bar, there are tabs for Employer Search, Employer Detail, Job Order Search, Job Order Detail, and Links. The main content area displays a table with columns for Created, Staff Assigned, and Comments. The table contains several rows of data, with the last row highlighted in red. The highlighted row has a date of 04/05/2016 and a staff member named JACQUELINE. The comment for this row is: "An article (businessnews.com/April 5, 2016) indicates that Price Chopper has laid off 47 administrative plus in Schenectady at its corporate headquarters. No retail store level positions were impacted. Mona Gishu, spokeswoman said that while the headquarters headcount shrinks, the number of store employees has grown by more than 700 at the four supermarkets that have already been converted to the Market 32 format. All told, nearly 22,000 people work at more than 130 stores in six states." Below the table, there are buttons for Save, Activity, New Job, Return to Search, and Comments.

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CNN Money Business Markets Tech Personal Finance Small Business Luxury Stock Market

These are the stores RadioShack is closing

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Google

Macy's - Shop Fashion Clothing & Accessories - Official ...

www.macys.com

macys promo code
macys credit card
macys coupons
macys insite
macys home
macys shoes
macys hours
macys furniture

Google Search I'm Feeling Lucky

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IBM Industries & solutions Services Products Support & downloads My IBM

your future made with IBM

Welcome Why IBM Entry level Campus recruiting

Select your country Search Search and apply Why IBM? Be IBM's next great hire

IBM Career headlines: IBM jobs IBM News IBM Research IBM Experience IBM Learning IBM IBM Jobs

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indeed

what: manufacturing where: plattsburgh, ny Find Jobs

manufacturing jobs in Plattsburgh, NY

Upload your resume - Let employers find you

Maintenance Manager/Leader - Relocation to MI Meigs, Alabama

Dow Corning 4.4 (4) 52 reviews - United States
The selected candidate must be a proven leader with at least 5 years of experience managing training and leading maintenance teams in an industrial...
Sponsored by Dow Corning - 11 days ago

Machine Operator

Brim Chocolates Of Vermont, Inc. - South Burlington, VT
Be a team player who works in harmony with all members of the production staff. Previous manufacturing or food facility experience highly desirable.
Early apply
Sponsored by Brim Chocolates Of Vermont, Inc. - 14 days ago

General Labor-427917

Adesco 4.4 (4) 4,003 reviews - Saint Albans, VT
This is a long-term temporary to hire opportunity. Albany, VT or any related opportunities with Adesco Benefits are available to you as a contractor after one...
Sponsored by Adesco - 8 days ago

Production Technician - new


MEDISCA - Plattsburgh, NY
If you are an enthusiastic, ambitious and determined individual who has an interest in the pharma/out of industry that we want YOU to join our growing company...
13 hours ago - a new job posted online

Laboratory Technician Job - new

YORK 4.4 (4) 42 reviews - Roseton, Plattsburgh, NY

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WIKIPEDIA
The Free Encyclopedia

- Main page
- Contents
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- Random article
- Donate to Wikipedia
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- Help
- About Wikipedia
- Community portal
- Recent changes
- Change page

Tools

- What links here
- Related changes
- Upload files
- Special pages
- Permanent link
- Page information
- Wikidata item
- Click for more

Print/export

- Create a book
- Download as PDF
- Portable version

Languages

- العربية

SUNY Polytechnic Institute

From Wikipedia, the free encyclopedia

The **State University of New York Polytechnic Institute**, commonly referred to as **SUNY Polytechnic Institute** or **SUNY Poly**, is a public research university with campuses in the town of Albany in the Utica-Rome metropolitan area and Albany, New York. Founded in 1960 using classrooms at a primary school,^[c] SUNY Poly is New York's public polytechnic college.^[d] The Albany campus, formerly the SUNY Institute of Technology, has a five, New York mailing address and was established in 1987. The Albany campus was formerly a component of the University at Albany, established in January 2003.

SUNY Poly is accredited by the Middle States Association of Colleges and Schools.^[e] The university offers over 30 bachelor's and associate degrees, 10 master's degrees, and three doctoral degrees across five different colleges. SUNY Poly students come from across the state of New York, throughout the United States, and more than twenty other nations. More than 25,000 alumni enjoy successful careers in a wide range of fields.^[f]

Former names	Upper Division College at Albany/Rensselaer (1960-1977); SUNY Institute of Technology at Utica/Rome (1977-2014) ^[g]
Established	June 14, 1960
Type	Public
Endowment	US\$243 million (2011) ^[h]
President	Adam B. Salvatore
Vice president	Robert E. Gier
Provost	William W. Durgin
Academic year	187 (as of 2011, May) ^[i] 30 (Fall 2014, ONED) 30 (Fall 2015, May) ^[j]
Students	2,314 (Fall 2013, May) ^[k] 201 (Fall 2014, ONED)

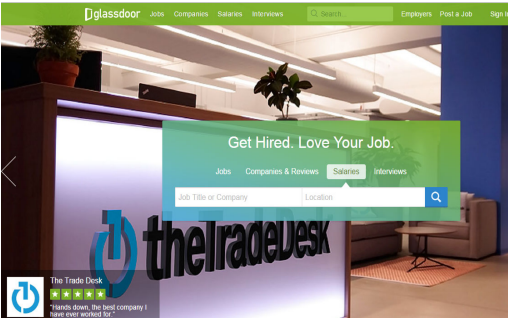
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glassdoor Jobs Companies Salaries Interviews

Get Hired. Love Your Job.

Jobs Companies & Reviews Salaries Interviews

Job Title or Company Location



the trade desk

The Trade Desk
招聘专家

"Hands down, the best company I have ever worked for."

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LinkedIn

Be great at what you do.

Get started – it's free.
Registration takes less than 2 minutes.

First name Last name

Email address

Password (6 or more characters)

By clicking, you agree to LinkedIn's User Agreement, Privacy Policy and Cookie Policy.

[Join now](#)

Find a colleague: First name Last name Search

LinkedIn member directory: a b c d e f g h i j k l m n o p q r s t u v w x y z 0 9 # . Shows members by country

Email address Password (forgot your password?)

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manta Tools Resources Community Find a Business

Explore America's Small Businesses

Find what you're looking for around the corner and across the country.

Find products, services, businesses Near New York, NY

How can Manta help your small business?

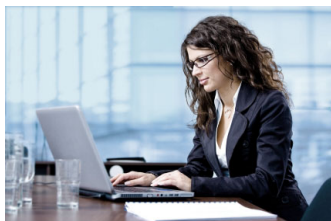
Learn
Boost your knowledge about all things required to build business through daily tips, useful articles and Manta's extensive (if not the most) Small Business Community.

Discuss
Get advice. Get advice. Share your latest experience and discuss relevant topics with other small business owners in our Small Biz Social Community.

Promote
Find out how to best utilize the Manta Directory by posting or sharing your company's listing, and what tools are available to help promote your business.

[Learn More](#) [Join the Conversation](#) [Take a Look](#)

Helpful Resources for Research



- Business News Articles
- General Google Searches
- Business's Website
- Job Search Engines
- Wikipedia
- Glassdoor
- LinkedIn
- Manta

Know Your Product



Representatives must be familiar with all available services to be able to effectively communicate their benefits.

12 Seconds to Sell



You only have 12 seconds to engage a business, so it is **imperative** to identify one or two products that directly align with their needs.

Maintain a List of Free Services

- Participation in no-cost DOL Career Fairs and Customized Recruitments
- Access to thousands of qualified candidates from our diverse and deep talent pool
- Ability to post on Jobs Express and the NYS Job Bank
- Easily accessible Human Resource Consultation Services
- Assistance with On-the-Job Training (OJT) funds and tax credits

Other NYSDOL Products



It is our role to act as the business's liaison for all questions related to NYSDOL services and programs.

Pick Services that Directly Align with Needs



Use your business research to determine which services will be the best fit **prior** to outreach.

Business Outreach



Building strong business relationships will lead to greater success in selling our services and connecting jobseekers opportunities.

Make the Connection



Since you only have 12 seconds in the opening of a conversation to pique business interest, make it count by marketing the most relevant services first.

"I can help connect you to....."

Personalize the Connection



- Find common ground for discussion other than our services
- Take notes during each conversation, and use them as talking points or ice breakers on future calls
- Whenever possible, try to make time for genuine conversations

Stay Connected



- End each call with a reason to make another outreach at a later date
- Don't allow for extended periods of time to lapse without communication
- Contact the same customer base on a regular basis

Customer Satisfaction



People do business with those they know, like, and trust.

Following-up to ensure customer satisfaction will further build trust and strengthen relationships.

Schedule Routine Follow-Up



Let your business contacts know that future follow-up contacts will be made to ensure their satisfaction.

Track Outreach & Follow-Up

- Use organizing tools to remember things about your previous contacts and follow-up services
- Set up distribution lists in Outlook for different business groups
- Create a tracking mechanism to capture all outreach and follow-up efforts
- Maintain a spreadsheet of high priority contacts and the most recent date of contact



The screenshot shows a web application interface with a navigation bar at the top containing tabs for CUSTOMER, PROVIDER, EMPLOYER, STAFF, and HELP. Below the navigation bar, there are several tabs: Business Services, Employee Detail, Job Order Search, Job Order Detail, and Links. The main content area displays a list of activities for 'IHEA New York LLC'. The list has columns for 'Created', 'Staff Assigned', and 'Comments'. The 'Comments' column contains text describing outreach efforts, such as 'LVER outreached POC during career fair and received response from POC My name is Alicia, we met last week at the hiring event at the NYC hiring our Hero's event. I would love to hear some more around an opportunity to partner with you for candidate sourcing and hiring.' Below the list, there are buttons for 'Print Comments', 'Save', 'Activity', 'New Job', 'Return to Search', and 'Comments'.

Conclusion

Success with the Business Engagement Approach is

- Knowing Your Business Customer
- Knowing Your Product
- Conducting Quality Business Outreach
- Ensuring Customer Satisfaction

References

Business Services Fact Sheets:

<http://labor.ny.gov/businessservices/business-services-forms-and-publications.shtm>

To view the recorded webinar:

- Click <https://dews.webex.com/>
- Select "Recorded Sessions" in the left-hand column
- Click "Business Engagement Sales Approach"
- Click "View"
- Enter password: DEWSweb123

Collaboration - Partnering for shared success Business Services Point of Contact for Youth Staff

Region	Name	Email	Phone
Capital	Cathy Bucci	Cathy.Bucci@labor.ny.gov	518-549-0067
Central	Dominick DiFulvio	Dominick.DiFulvio@labor.ny.gov	315-479-3290
Finger Lakes	Regenna Darrah	Regenna.Darrah@labor.ny.gov	585-258-8815
Hudson Valley	Sheila Davis	Sheila.Davis@labor.ny.gov	914-737-3490 x 326
Long Island	Pamela Bedford	Pamela.Bedford@labor.ny.gov	516-934-8521
Mohawk Valley	Maria Abraham	Maria.Abraham@labor.ny.gov	315-793-2271
New York City	Ingrid Gonzalez	Ingrid.Gonzalez@labor.ny.gov	718-613-3657
North Country	Melissa Johnston	Melissa.Johnston@labor.ny.gov	315-393-4600 x 106
Southern Tier	David Croston	David.Croston@labor.ny.gov	607-778-3004
Western	Laverne Hillman-Adams	Laverne.Hillman-Adams@labor.ny.gov	716-851-2692

Q&A



Youth Issues Webinar

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June 21, 2017
9:30-11:00 a.m.

THANK YOU

YouthOffice@labor.ny.gov