

Employer Journey Map

| | Awareness Stage Potential employer contact has a problem to solve - requires skilled workers to achieve business objectives | | Consideration Stage Consideration of options to solve a problem | | Consult/Decision Stage Gained the info and support required to post a work term | | System Use Post, hire, during work term | | Relationship Building/Loyalty After a work term has ended | | |
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| | REACH | | ACT | | CONVERT | | Post & Hire Student | During Work Term | | ENGAGE | |
| What is the employer thinking? | <ul style="list-style-type: none"> Need skilled human resources Need to hire affordable talent I have skills gaps on short-term projects Raise my company community profile I don't think I have the time or budget to do this | | <ul style="list-style-type: none"> I have talked to 3 different people Why does it say different things in different places? The website is confusing I still do not know how the process works How long does it take to hire? Will the students from Camosun have the skills necessary to do a particular job? I need more information before I sign up to ETW Unclear what the differences are between Co-op & Internship | | <ul style="list-style-type: none"> How do I post my position? Is my JD correct and suitable? How is a student JD different from an entry-level posting? How long should I post for? What are the timelines? What is a suitable salary? Do Camosun students have the skills I am hiring for? What about funding, how does it work and which funder do I apply to? | | <ul style="list-style-type: none"> The system is fairly painless and useful The sign-up form is really long My Employment Facilitator was so helpful with understanding my hiring needs and matching those with student skills and programs | | <ul style="list-style-type: none"> I only had a 2 students apply? We are unsure about our roles and responsibilities are What constitutes meaningful work? | <ul style="list-style-type: none"> Virtual on-boarding proved to be a struggle I wish there was more support on mentorship, on-boarding and what our roles and responsibilities are | <ul style="list-style-type: none"> The experience with the student was good The job posting didn't quite match what we needed With future student hires we will create better on-boarding & orientation procedures The funding really helped to offset the cost |
| What is the employer feeling? | | | | | | | | | | | |
| What are the employer's actions? | <ul style="list-style-type: none"> Post student job on various job boards and social sites Does online research of all the local PSI's Searches for info on WIL & hiring students Talks to colleagues | | <ul style="list-style-type: none"> Talk to colleagues Does Google searches Go to camosun.ca & looks for Co-op/Career services Ends up on department website Calls us Emails us Looks for how to access funding to hire students | | <ul style="list-style-type: none"> Call EF, CIC Email EF, CIC Asks A LOT of questions "how it works, funding, hiring criteria" Sends JD and asks us to review and advise OR Asks for help upfront on JD In coordination with with EF, fills out ETW JD template | | <ul style="list-style-type: none"> Receives email from ETW with account information Work term has been posted | <ul style="list-style-type: none"> Receives student applications Interviews students Chooses candidate and sends offer letter Applies for funding Calls PSI contact | <ul style="list-style-type: none"> Potentially hires the student on full-time Shares with professional networks Forgets about the experience | | |
| TOUCHPOINTS: Where is the employer researching or finding info to solve their problems and make decisions? | <ul style="list-style-type: none"> Word of mouth (typically funding related) Alumni working at the company Camosun students who are looking for a work term Attended one of our events Did a mock interview Saw a combined UVIC/Camosun ad in the Chamber newsletter Has visited Uvic's Co-op website | | <ul style="list-style-type: none"> CECS department website Contact page - calls us or emails | | <ul style="list-style-type: none"> Employment Facilitator Employment Admin Co-op & Internship Coordinator Faculty | | <ul style="list-style-type: none"> Department portal (ETW) Employment Admin | <ul style="list-style-type: none"> Department portal (ETW) Employment Admin Employment Facilitator Co-op & Internship Coordinator | Field Instructor | <ul style="list-style-type: none"> Searches out other similar programs at other schools | |
| SERVICE DELIVERY How can we improve the employer experience? | <ul style="list-style-type: none"> Have an employer centric website section Provide clear resources that are not generic Proactive, personalized engagement (phone & email) Increase community visibility through presentations, webinars and networking events Increase understanding of what the value of WIL is to organizations | | <ul style="list-style-type: none"> Address the confusion using clear, concise employer resources and content Resources need to be easy to find, accessible and address questions Provide info on funding, timelines (best time to post), what is expected of employers and how your process works Provide case studies or stories Increased personalized contact (phone/email) | | <ul style="list-style-type: none"> Now that the content/resource strategy has answered most questions, facilitators can concentrate on consulting Do a needs assessment Best practices for creating a student posting Roles & responsibilities | | <ul style="list-style-type: none"> Offer service through saving the employer time by creating the ETW account. | <ul style="list-style-type: none"> Provide more supporting resources on roles, responsibilities, remote on-boarding, remote work terms and remote mentorship | <ul style="list-style-type: none"> Follow-ups Personal emails | | |
| What are your objectives? | <ul style="list-style-type: none"> Increase awareness and engagement to both current and prospective industry partner contacts Promote and build awareness of program specific skills Educate Promote the value of industry and academic partnerships | | <ul style="list-style-type: none"> Increase proactive engagement activities Address barriers to participation Educate and inform | | <ul style="list-style-type: none"> Increase level of service Provide quality consultation around their business needs Make it easy Save employers time and effort | | <ul style="list-style-type: none"> Increase level of service | <ul style="list-style-type: none"> Increase level of service | <ul style="list-style-type: none"> Build relationships with employers who feel supported throughout the entire WIL process | <ul style="list-style-type: none"> Increase job postings Increase support to SME | |
| Key insights | <ul style="list-style-type: none"> HR, CEO's, Directors and Hiring Agents are seeking skill sets and competencies not Camosun programs to fulfill a business need SME still struggle to understand the value - perception is not enough time or money SME's who have never hired a student are not typically thinking about it Build awareness through communicating value that is easy to understand You only have a few seconds of attention - make it worthwhile | | <ul style="list-style-type: none"> Curious and interested employers are confused Resource overwhelm with calls, emails and lack of clear materials Decrease our time spend answering logistical questions more time spent on consulting | | <ul style="list-style-type: none"> Typically employers do not have enough info to make a decision and sign up to ETW right away Reluctant without knowing what to expect Decrease time spent on phone/email about how co-op/internship works operationally and more time on needs assessment, relationship building, quality job postings | | <ul style="list-style-type: none"> For many new employers creating the system account for them is welcomed | <ul style="list-style-type: none"> Once employer agent is in the system, the first job posted they still require support Provide supporting resources on roles, responsibilities, remote on-boarding, remote work terms and remote mentorship PRIOR to the work term | <ul style="list-style-type: none"> In order to create a truly valuable WIL experience rather than just a "job" employers need to be supported on how to do that. | <ul style="list-style-type: none"> Persistence, Prospecting & Personalization are the most effective tools to do relationship marketing | |