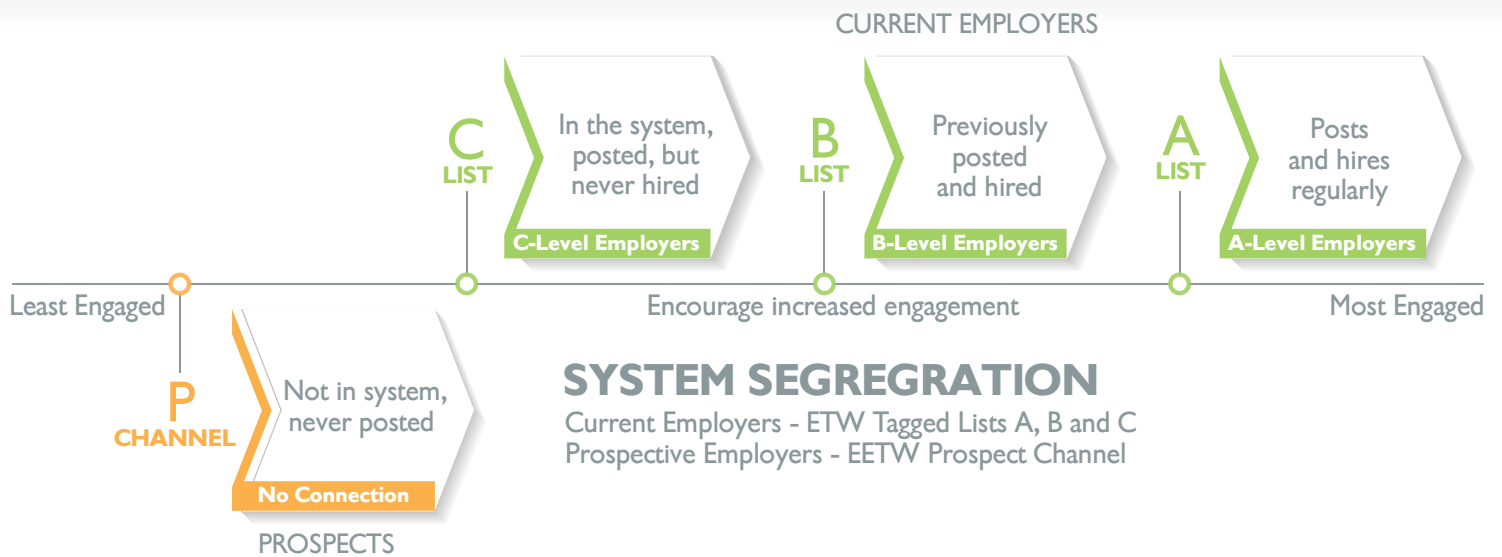


EMPLOYER SEGMENTS

Four categories of employers based on current level of engagement; A, B, C & P



SYSTEM SEGREGATION

Current Employers - ETW Tagged Lists A, B and C
Prospective Employers - EETW Prospect Channel

CURRENT EMPLOYER COMMUNICATIONS & RESOURCES

Employers are segmented on level of engagement. Each segment requires different types of communications and resources.

A LIST

- reminders/invites
- announcements
- supporting resources
- remote on-boarding
- remote mentorship
- navigating different types of WIL programs
- funding updates (only if under 500 employees)

Reminder Messages

B LIST

- support & encouragement
- needs assessment
- employers guide to recruiting WIL students (program/skill-based)
- navigating funding
- navigating different types of WIL programs

Support Messages

C LIST

- value proposition
- needs assessment
- employers guide to recruiting WIL students (program/skill-based)
- funding opportunities
- educational resources

Educational Messages

PROSPECTING SEGMENTS

Prospecting is the first step in the engagement process, which consists of identifying potential industry partners, aka prospects and pitching them (creating awareness) on how you can help solve their problem - **develop skills in their organization and industry.**

TARGETING STRATEGIES

ALUMNI

- HR alumni who are currently working across the Island
- Business owner alumni
- C-Level (CEO, CFO, COO) alumni
- Industry specific alumni

SKILLS

- Organizations that hire and or require specific skill sets
- Organizations that need entry-level skills, including soft skills
- Organizations that could leverage many skill clusters (across portfolio's)

HIRING

- Hiring Agents - HR staff, business owners, managers
C-Level staff, directors who are hiring and student skill sets match business objectives
- Organizations that are in growth mode

INDUSTRY

- Industry specific hiring agents
- Sectors that are ramping up or in growth mode

OBJECTIVE

CREATE AWARENESS

Build your database with prospective employer contacts through building awareness and connections. Not all contacts will be ready to create an account and post; however, you will be able to manage and follow-up with them.

PROSPECTIVE EMPLOYER COMMUNICATIONS & RESOURCES

Prospective
Employers

KEY MESSAGES

Delivered through personalized
phone calls and emails

Barriers to WIL Engagement

- What is in it for me? (Needs Assessment)
- I don't have time to set this up
- There is no room in the budget
- I don't have any work for a student to do
- I am not sure how it all works

Value Proposition

- low-cost way to increase capacity
- recruit once and hire twice
- we consult with you and take you through the process
- Government wage-subsidies
- developing specific skills your organization and industry needs
- new ideas and energy
- heighten your community profile

RESOURCES

CREATE
AWARENESS

Scripts for initial contact
Needs assessment template
What is WIL for employers

How does it work video
Funding guide