

# **California Contract Education TAP Boot Camp**

## **Slide 1: Unit 2 – Marketing Contract Education to Employers**

Unit Two: Marketing Contract Education to Employers.

### **Slide 2: This set of slides covers...**

In this set of slides we'll be looking at marketing contract education to employers, including the points of how to prepare a marketing message to potential industry partners in their own language so that they can understand what it is that we're talking about. We'll talk about the definition of training and development. And the benefits to potential industry partners of contract education. And then a little bit on best practices for collaborating with industry partners.

### **Slide 3: Action Plan**

Just a quick reminder about making an action plan. Anytime you have a little lesson like this--this one is only about a dozen slides--see if you can find two or three new things that you could implement soon in the workplace. And the best kinds of things to find are one that you can do on your own without anybody's permission, without extra funding, and without engaging other staff.

### **Slide 4: Introduction**

So what's the point of contract education? When we talk about that, we're really talking about learning to see the point of contract education from an industry point of view and learning to articulate the benefits in the language of whatever particular industry leaders we're talking about. How we see the benefit of contract education, because we are educators, and how they see it are a little bit different because of our missions and our missions are different.

### **Slide 5: What is 'training and development' anyway?**

So what is training and development, anyway? Let's get on the same page about this. Training and Development is a formal, intentional, and ongoing effort to develop employees--to develop individuals and groups of people in the workforce. We're trying to increase specific knowledge and skills and information for a job or inside an industry. It's a specific business function now in most companies. Part of the company's business strategy is to develop their employees.

And also we could say, training and development at this point in time is actually a whole profession. It's got its own literature, its own jobs, its own job titles, and all of that. Training is more specific, and its outcomes are generally measurable. That is, at the end of this class we'd like these people to weld in such and such a way, with a certain degree of accuracy or precision. Development's a little bit more general and it produces knowledge and skills for work life in general.

### **Slide 6: How to sell potential industry partners on CE**

We sell potential industry partners in contract education. First of all, we should start by talking about what they care about, not what's important to us--education, knowledge, the content--not those things. But what are their pain points, and how does that relate to contract education. So we want to talk about how our programs increase profit and productivity, and how our programs decrease loss in all of its forms. So profits made and costs reduced

### **Slide 7: Kinds of things CE might include to benefit partners' employees' skill sets**

The kinds of things that continuing contract education might include to benefit partners' and employees' skill sets would be communication skills, computer skills, customer service, diversity, ethics, human relations, quality initiatives, safety, sexual harassment training, and company centric training. That is, content is just specific to that company or that industry. Those are the kinds of things generally that we train around in contract education.

### **Slide 8: Means of delivery**

The means of delivery are really, really diverse in contract education. We might do orientations. We might do lectures. We might do case studies, role playing simulations, computer based training, self paced instruction, AB training, team building exercises, apprenticeships, job rotation, internships, mentoring. We really can use whatever means are at our disposal... disposal to help people learn what they need to learn.

There are lots of different ways that we can deliver contract education, I've listed as many as I can think of here. But the basic message is, we use whatever instructional methodology it takes to get the point across to increase the skills and the knowledge and the information that people need to do the job, as well as they need to do it for the performance their company

## **Slide 9: Benefits to your industry partners - 1**

So what are the benefits to industry partners? We have a couple of slides on this, so here's the first one. First of all, maybe foremost of all, is improved employee performance. So whatever they do, they do better because they've had training with us.

The second thing is that the employees by virtue of being trained, and by virtue of the resulting increase in performance, have an increase in satisfaction and morale. So performance goes up, morale satisfaction, and the way that people feel about coming to work go up as well.

Our training also addresses employee weaknesses. So we're finding out what's standing in their way. And then we're working through that to help increase the performance.

They might also get consistency now. By consistency is kind of a broad topic so what I mean by this is an individual person's performance will become more consistent. So let's say they're a customer service person, they have more consistently high quality customer service. But it also can mean that the consistency of customer service throughout the company is higher than it was before the training.

We can increase productivity. And we can increase adherence to quality standards. And again, this is another thing that can become more consistent through training. We can increase innovation in strategies and products. We can reduce turnover. And we can enhance the reputation of the company, both from the customer's point of view, but also from the future employee point of view so that better people will want to work there and good people will want to stay there longer.

## **Slide 10: Benefits to your industry partners – 2**

So this is the second slide in the benefits to your industry partners. One is a reduction in errors and accidents. This is cost reduction, right. And also, lost time reduction. We can enrich the talent pool through training. And this is really helpful if you think about it over a long period, like five years. When we enrich the talent pool, it means that as people move laterally in the company and up through the ranks, that they're able to adapt to their new work more quickly and to a higher standard of performance because they're better trained, better thinkers, better workers, better collaborators.

Also, we can uncover employee potential. So this is important as the company grows. When we're training, we can look and see "Oh, these people also have a skill in this and this and this." And if this is captured and documented, it is very helpful in reorganizing the employee pool, as the company grows and branches out. We can also elevate the individual growth of employees, both in the skills required to do the job, but also just in the way of communication and other human skills.

We can, with good training over time, reduce the amount of time it takes to learn. This is a cost savings in the short run, because an employee can go to a class and get what they need to know faster and get out and get back to the workforce. But it's also reduction in learning time for large scale initiatives. So if we're switching to do something for the future that we haven't been doing in the past, the hundred people engaged in that initiative will be able to pull that whole thing off faster. And then finally, in the end, if we're working on contract education over the long term with people, we will be able to optimize the key human resources that they have.

### **Slide 11: Best practices for collaborating with industry partners**

So what are the best practices for collaborating with industry partners? Be sure you phone... form focus groups so that you can get in a quick, efficient, effective way the input of the industry leaders that you work with. In order to do this, you'll need to communicate with them often, so they know what you're doing, what direction you're going, and they know how they can be a part of that. And then that should flow back in the other direction so you know what their needs are and where they're going in the near term future.

As much as you can, try to be sure that you become part of the strategic planning cycle for your star partners. Now by star, I mean, those who use you the most often, those who spend the most money when they do use you. Communicate through multiple channels with integrated marketing. This means you're using social media. Maybe you have video clips, you have email campaigns. Occasionally you do some print things, so that you're getting the message out to your industry partners about collaboration and about the benefit that you can bring to their companies. In many ways across many channels, and yet, the message is always cohesive, always consistent.

Another best practice is to encourage active referrals. So 25% of your new business, your business each year, should come from referrals. This means to get that many referrals, that you have some sort of a concerted, consistent referral campaign. LERN produced, by the way, just very recently, a booklet on referral campaigns. So if you don't have that, be sure you get a copy of that.

You should be educating yourself about industry trends each year. You can get that by talking to leader...leaders in the industry, by talking to other people who work in that industry, by talking to your facilitators. You can also rely on associations in education and associations in that particular industry to give you those annual trends reports.

### **Slide 12: Best practices for collaborating with industry partners – 2**

Continuing on with best practices, you want to get to know the leaders in your top five to 10 partner businesses. Now you don't have time if you serve 400 companies a year to get to know the leaders in all 400. But who are those best, high quality clients for whom you are the very best match? Get to know leaders there. Make a point of that. Stay apprised of changes in every particular industry that you serve in licensure and accreditation and safety, because these are ways that you can help the companies.

When a partner recommends a change or influences change in how you do business, let them know you took their advice. So write back and say, "You recommended that we do XYZ in contract education and we did it and here's what happened." They love to hear that. And then be sure you're broadcasting that narrative on your social media channels and otherwise.

We also want you to get testimonials. The best testimonials will have the name, a photograph, the name of the company, and maybe even the person's job title. But what we're looking for here are those very, a lot, very juicy stories of how you helped create success for your partners. And so people will be inspired by those and want to be a part of that success cycle.

When you collaborate with industry partners, share ideas based on your experience. Never forget that you and we are the experts in education. They are the experts in their industry, but we know about learning. So be sure that you speak up and share what you know about learning to help shape their thinking about the way that they train and use your training.

Share the workload fairly when you're working with industry partners. Don't ask them to do nothing. That's not collaboration, that's just offloading your work to somebody else. Ask them to do something, but ask them to do it with the understanding that they're busy and they're giving you something of their valuable time and their industry expertise. So balance that workload in a really intentional way.

And then last document your intentions and your processes. So it should be part of your internal planning cycle, that you decide a specific set of things that you will do with industry partners in each year. And that you document those things and that you allocate those tasks and then you put them on a timeline so they actually get done.